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# COFFEE

—from the—

## Bartchinhulla Estates, MYSORE.

One of the finest parcels of Coffee received into the London Ports has been consigned to Messrs. James Lyle & Co. from the well-known Bartchinhulla Coffee Estates. Messrs. Lyle & Co. having purchased the whole of this Estate of Coffee, which represents 89,600 lbs. of a particularly high-class article, can strongly recommend it as a

### Breakfast and Luncheon Coffee.

1s. 6d. per lb.

Absolutely Pure and Freshly Roasted.

Sample 1 lb. by Parcels Post 1/8 to any part of the United Kingdom.

Special Terms for Hotels and Restaurants.

When ordering Coffee please state whether whole or ground.

Extract from a Letter received from R. H. ELLIOT, Esq., of the Bartchinhulla Coffee Estates, to Messrs. JAMES LYLE & CO. :—

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"I am forwarding to you the cream of my 1911 crop of coffee, the quality of which, I feel confident, is probably superior to any previous shipment."

## James Lyle & Co.

(Established 100 Years),

15, Old Bond Street, London, W.

# ROYAL SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS.

The work of this Society, which was founded in 1824, and has branches in most of the large towns of England and Wales, has a strong claim for the support of the charitable lovers of the animal creation. It is

### SUPPORTED ONLY BY VOLUNTARY CONTRIBUTIONS.

and the Council need every assistance to enable them to continue their work—which is both educational and punitive.

### WHAT THE SOCIETY DID LAST YEAR (1910).

- |  |  |
|--|--|
| 6,556 offenders were prosecuted and convicted for cruelty to animals.                                    | 24,344 persons guilty of minor acts of cruelty were cautioned by Inspectors.                           |
| 153 persons were acquitted, but the Society's costs were remitted, which justified the Society's action. | 3,243 Sermons were preached on the subject of Mercy to Animals, by Clergymen of the Church of England. |
| 1,073 persons guilty of minor acts of cruelty were admonished in writing.                                | 299,133 Essays were written by school children on the subject of Kindness to Animals.                  |

EDWARD G. FAIRHOLME, *Secretary*,  
105, Jermyn Street, LONDON, S.W.

## New Season's China Tea

—FROM—

### THE NOTED HOUSE OF JAMES LYLE AND CO. ESTABLISHED 100 YEARS.

For 100 years this firm has stood in Old Bond Street as one of the foremost exponents of the trade in pure China Tea. Purchasers are safe in the expert hands of Messrs. Lyle. The Teas which they offer as China Tea are the veritable product of the finest gardens in China.

A sample tin containing 2 oz. of either of the following blends will be sent free, upon receipt of 3d. in stamps for postage, or the entire range of six samples, containing 12 oz., for 1 6 post free.

	Per lb.
THE SIR ANDREW CLARK BLEND	3/6
E BLEND, consisting of the finest Lapsang Souchong, Flowery Pekoe, and Oolong	3/0
D BLEND, consisting of finest Souchong Moning, and Kaisow, Oolong and Scented Orange Pekoe	2/9
C BLEND, consisting of the finest Ninchow, Kaisow, and Souchong	2/6
B BLEND, consisting of Souchong, Kaisow, Moning, and Oolong	2/3
A BLEND, consisting of pure Moning, Kaisow, and Scented Orange Pekoe	2/0

The late Sir Andrew Clark's Blend consists of the finest Lapsang Souchong and other China Teas, and its consumption was strongly supported and recommended by the late great physician. The actual blend, as given by Sir Andrew Clark, is prepared by J. Lyle & Co., and supplied by them to the Royal College of Physicians to the present day.

**JAMES LYLE & CO.,**  
15, Old Bond Street, London, W.

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His Majesty  
the King.

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Are ground finer than other makers', and flow more evenly without granulation.

The Colours go farther, and therefore are the cheapest in the end. Ask for

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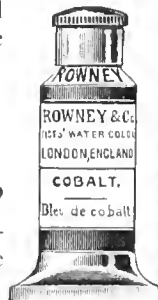
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AND FOR YEARS  
TO COME**

**— UNCHANGING!**

that's one of the features of the "Swan" Fountpen. Think what it means! to be the possessor of a pen which exactly suits the hand and is always the same. Again, isn't it a comfort to have ever handy your own "Swan" which simply needs to be taken up—the cap reversed—and is then as ready to write as you are?

**PEN PERFECTION HAS BEEN REACHED IN**

**The NEW**

# "SWAN SAFETY" SCREW-CAP FOUNT PEN.

**CAN BE  
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IN ANY  
POSITION  
WITHOUT  
FEAR OF  
LEAKING.**

The "Screw-on cap" has an inner cap, the bevelled edges of which fit into a recess or step in the nib section. The effect of this is—that the gold nib is not only protected by the cap, but it is kept in an airtight chamber.

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Ink costs so little that you might as well get the best. By the "best" is meant the ink which will not clog your fountain pen—corrode your steel pen (if you are still a "victim" of the latter), and when placed on paper turns a fine permanent black.

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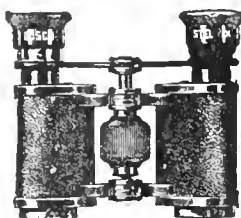
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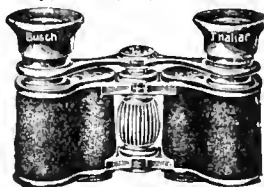


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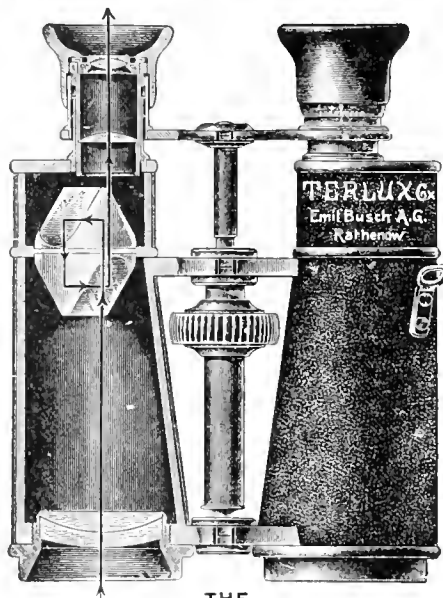
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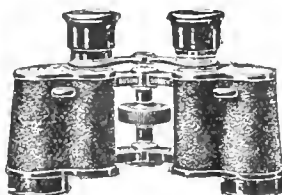
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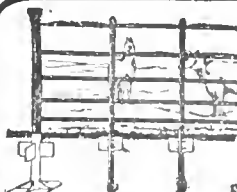
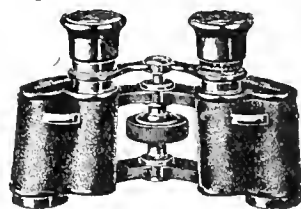
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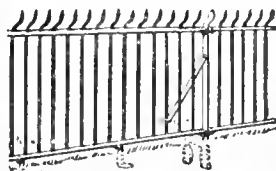


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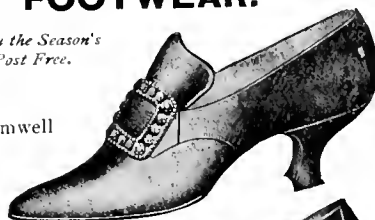
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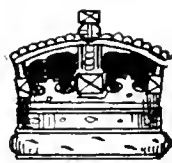


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A famous Barker Chair, stuffed  
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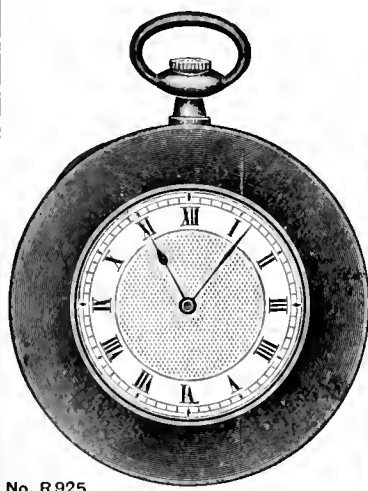


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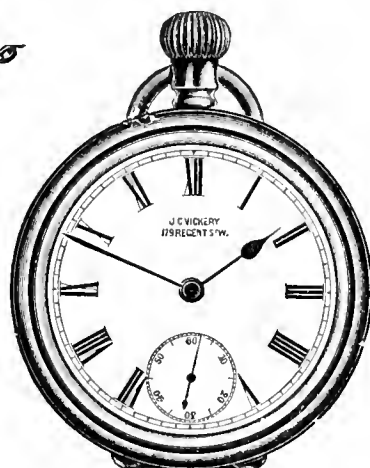


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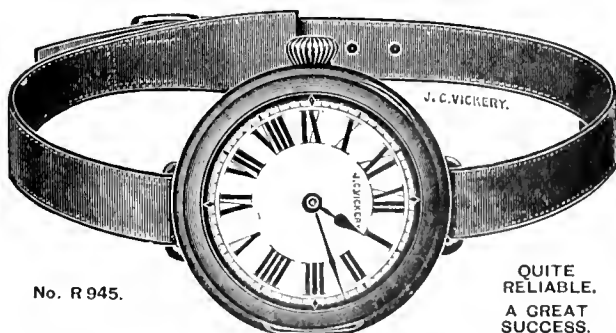
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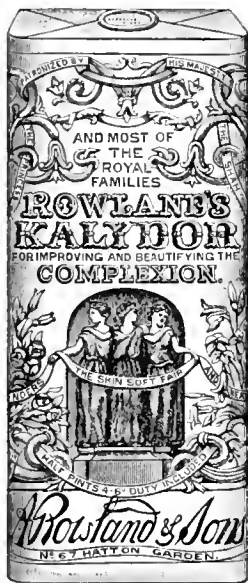


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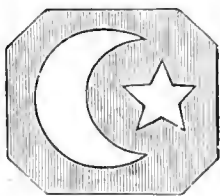
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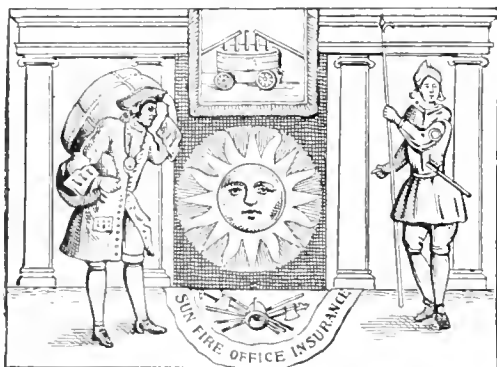
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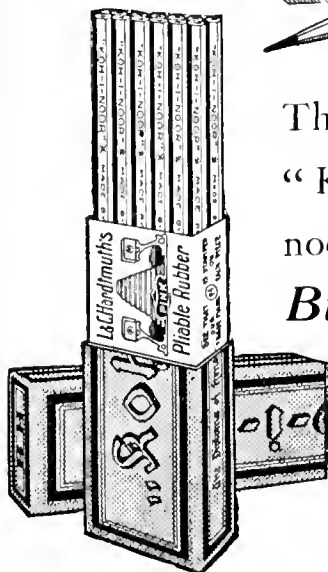
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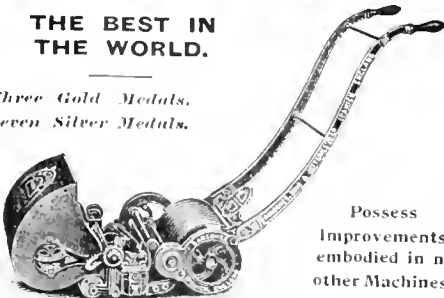


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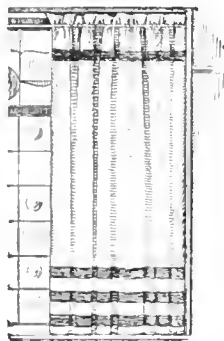
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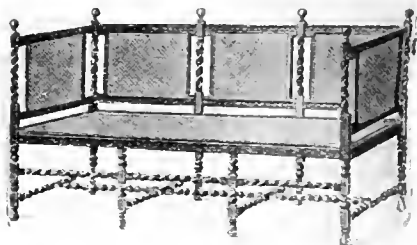
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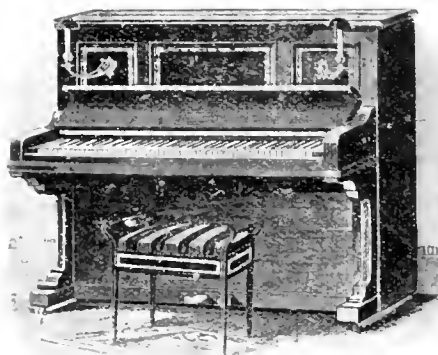
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Rub a little ink on your thumbs, press on piece of white paper, and send with your birth date 1. p.o. and stamp.

DO IT NOW. YOU WILL BE AMAZED.

PROF. KENDAL P.M. 89 Regent Street London W.

# Clergy Orphan Corporation.

INSTITUTED 1749.

INCORPORATED 1809.

BOYS' SCHOOL: St. Edmund's School, Canterbury.

GIRLS' SCHOOLS: St. Margaret's School, Bushey, Herts.  
Gwestfa, Manordilo, S. Wales.

These Schools are for the Free Education, Maintenance and Clothing of Orphan (Fatherless) Sons and Daughters of Clergymen of the Church of England.

236 Children are now in the Schools.

By means of Exhibitions at the Universities and an Apprenticing Fund 58 former pupils are being assisted to further education or to make a start in life.

Subscriptions, Donations, Church Collections, and Legacies are  
**URGENTLY NEEDED.**

W. MAXWELL SPOONER, *Treasurer*,  
(Archdeacon of Maidstone.)

WM. CHAS. CLUFF, M.A., *Secretary*.

Bankers: Messrs. DRUMMOND, 49, Charing Cross, S.W.

Offices: 35, Parliament Street, Westminster.

# ST. JOHN'S HOSPITAL

FOR

## DISEASES OF THE SKIN

Leicester Square, W.C.

In-Patient Department: UXBRIDGE ROAD, W.

PATRONESS:

HER MAJESTY THE QUEEN.

40,000 attendances yearly.

40 Beds for **FREE** patients,

Men, Women, and Children.

**FUNDS URGENTLY NEEDED.  
NO ENDOWMENT.**

Secretary Superintendent—

GEORGE A. ARNAUDIN.

# Have you STOMACH or BOWEL INDIGESTION?

## THEN TAKE THAT WONDERFUL C I C F A

NDIGESTION ONSTIPATION LATULENCE CIDITY

### BECAUSE CICFA IS THE ONLY REMEDY WHICH

Mr. C. H. JEFFERY writes:—  
 "I can truly say that no other medicine has had such a wonderful effect as Cicfa."  
 "After having taken Cicfa for three days, the flatulence began to leave me, and I began to feel a different man; when, after the third bottle I was completely cured."

Mr. W. M., of Bower Street, Maidstone, writes:—  
 "I had Cicfa all that you state; in fact, I must say Cicfa is the best medicine that I have ever taken for Indigestion. My bowels are now regulated and free from Constipation—something I have not known for several years. I really cannot speak too highly of it, and shall continue to take it. Wishing you every success."

Mr. J. A., of Platts Bridge, writes:—  
 "I have found your Cicfa a most pleasant and agreeable thing to take and have proved its qualities for severe Constipation by taking three tablets before dinner; they have done wonders without any of those distracting pains."

CICFA is sold everywhere at 1s. 1½d. and 2s. 9d., or Direct.

**CURES BOTH STOMACH AND BOWEL INDIGESTION**

**DO YOU KNOW THAT CICFA IS THE ONLY REMEDY WHICH CURES BOTH STOMACH AND BOWEL INDIGESTION**

**WITH ITS HEARTBURN, PALPITATION, ACIDITY, FLATULENCE, CONSTIPATION, ETC.**

**which causes**

- (1) Gases in Stomach or Eructations.
- (2) Sharp Neuralgic Headache
- (3) Acid in Stomach with Heartburn
- (4) Tongue coated white all over
- (5) Complexion blotchy, with Redness of Nose, Spots, and Pimples
- (6) Eating not desired, Vomiting occasionally
- (7) Pains darting through Chest, and Burning Spot between Shoulder Blades.

**which causes**

- (1) Gases in Bowel or Flatulence
- (2) Dull, heavy Headaches
- (3) Acid in the blood, causing (a) Teeth on edge, (b) Gout, (c) Rheumatism
- (4) Tongue coated Yellow at back
- (5) Complexion muddy or pasty
- (6) Eating disliked or loathed, Blisters and bad taste in mouth
- (7) Pains in Bowels with Griping, and CONSTIPATION with all its misery.

Purgatives do not digest food—they simply expel it. CICFA digests it, and the refuse is removed. CICFA is the only remedy which contains all that Nature requires to completely digest within the stomach all the food which MUST be digested THERE, and also to completely digest within THE BOWEL all the food which must be digested WITHIN THE BOWEL. Thus when CICFA is taken, digestion is complete: ALL the nourishment is assimilated from ALL the food: Heartburn, Palpitation, Flatulence, Acidity, and Constipation disappear: Strength, both nervous and muscular, rapidly increases: Energy is restored: and the dose can be gradually decreased, and YOU CAN SOON EAT WHAT YOU LIKE WHEN YOU LIKE.

**NOTE.**—The clearest and most beautiful Complexion is obtained by taking Cicfa, because of the extraordinary Purity and Brilliance of its work when all its food is perfectly digested in both Stomach and Bowel, and therefore completely assimilated.

**DOSE.**—One with each meal three times daily. In severe case take one or two extra with evening meal.

**ABSOLUTELY FREE.**  
**CICFA COUPON.** Send this mention P.M. PICTURES, with one penny stamp for postage, and receive a liberal sample of that wonderful CICFA. Only one sample to each family. No person given a second sample. Good for 6 months only. P.M. PICTURES II.

**CAPSULOIDS (1909), LTD.,**  
 79, Duke Street, Grosvenor Square, London, W.

# WM. CLOWES & SONS, LTD.

## Printers and Translators

IN

## Every Known Language

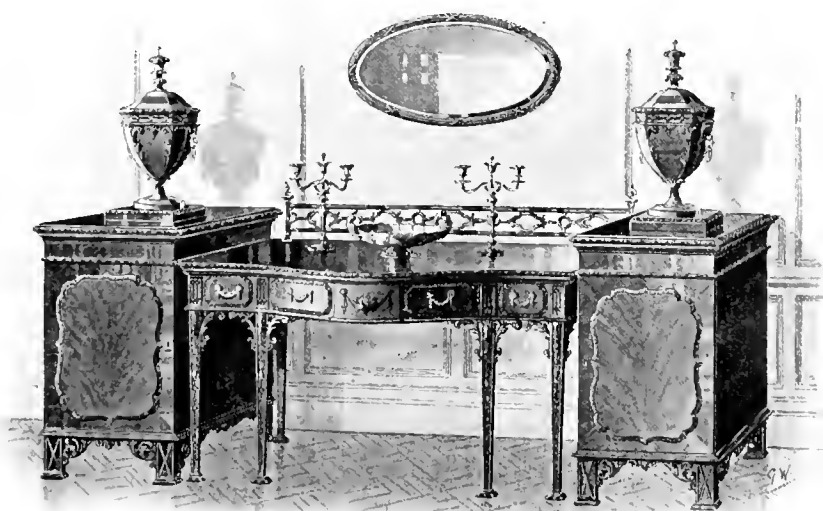
LONDON

DUKE STREET, STAMFORD STREET, S.E.

Should you be requiring either a room or a house-full of furniture, you should not fail to visit the establishment of the Midland Furnishing Company, Southampton Row, London. Their furniture is of the finest quality, their Cabinet goods being made of sound dry wood, and in the upholstering none but the best materials are used.

Any article supplied by this Firm may be obtained on their well-known Gradual Payment System. Payments can be extended over one, two or three years at the purchaser's option, no interest or extra charge being made. A cash discount of five per cent. is allowed.

Country Orders are packed free and carriage paid.



A fine example of a Chippendale Sideboard. This Sideboard is made from finest Spanish mahogany and is a splendid reproduction, every detail being carefully studied.

*Our illustrated Catalogue will be forwarded Post Free on application.*

**Midland Furnishing Co., Ltd.,**  
**15, 17, 19, 21, & 23, Southampton Row,**  
**HOLBORN, LONDON, W.C.**

Six doors from the Holborn Restaurant and Holborn Station (G.N., P. & B. Rly.) 1 minute from British Museum Station (Central London Rly.), and 3 minutes from Oxford Street



# GRASP THIS

# OPPORTUNITY



## £10 FOR AN ADVT.

We are offering the above Prize, together with twelve Consolation Prizes, in order that those who have some talent for designing or writing, or for both, may be able to turn such knowledge to profitable account. Many people are unaware that the Advertising Profession is one which offers as much scope for advancement—to brains and energy—as any other profession. As a consequence the demand for intelligent, well-educated men and women is greater than the supply. Look through the advertisement pages of this publication and you will see the kind of work that advertisers have to be contented with, because there are not at present enough *capable* designers and writers to go round. The work is interesting. Many famous artists devote a portion of their time to commercial art, and one might truthfully say that in no profession is general intelligence more esteemed and remunerated than in the Advertising Profession.

### DESIGN OR WRITE.

The ability to write good copy, or to design, is almost essential if one would obtain a good position in the Advertising World from the commencement, although splendid opportunities for filling positions as Advertising Managers, and the like, will afterwards present themselves, and in these positions, of course, one is not absolutely required to do much actual writing or drawing oneself.

### THE PURPOSE OF THE COMPETITION.

Mr. Thomas Dixon, the Founder of The Dixon Institute, first introduced a system of training in Advertising nearly ten years ago, and it is no doubt due, in part, to his efforts that Advertising has been elevated to the dignity of a Profession. Mr. Dixon feels convinced that there are very many young men and women who are able to design or to write, but who are ignorant of the fact that their services would be welcomed in the Advertising World, and that if they are willing to apply their talent to the needs of commerce the extent of their ultimate success will only be limited by their own intelligence and energy. For the purpose of encouraging *the right kind of people*, and of giving them an expert opinion as to their chances of success in the Advertising Profession, this Competition is announced in "Pictures of the Year 1911."

### Read this Testimony to the Institute's Training from a Doctor.

THOMAS DIXON, Esq., 195, Oxford Street, W.

March 27th, 1911.

DEAR MR. DIXON,—I am writing to thank you for the recent assistance that the Dixon Bureau has given me. I have been approached by two of the largest drug firms with a view to taking me on their staff, and I also have been offered the managementships of two medical specialties, one of which I have accepted. I am remaining with the firm in which you originally got me placed till I take up my new duties.

There could scarcely be better proof of the practical nature of your Advertising Instruction (though it is by correspondence) than that within seven months of my completing the Course I am considered efficient enough to take the responsible post of Manager. Added to this, there is the fact that I am a member of a notably uncommercial profession, and, until June 26th last, I had had no commercial training.

Further, although I have had to undertake the organisation and control of the office work, and plan advertising "campaigns" (one, as you know, brought in 35 per cent. of replies), I have not had to avail myself of the Institute's offer of help for twelve months after completing the Course. Such difficulties as have arisen I have found explained in some lesson that I had not fully memorised.

If you care to make use of this letter, do so by all means! remembering, please, that the rigid rules of medical etiquette do not permit the use of my name publicly.

I remain, Yours very sincerely,

M.R.C.S., L.R.C.P.

### Now this: Under the heading of "Professions," the "Daily Mail"

gives the following description of the important place taken by the Institute in the business world:—

"A striking feature of the Exhibition and somewhat a sign of the times is the way in which business education is exemplified there. Some ten years ago Mr. Thomas Dixon became associated with the question of business education, and he claims, besides having spent ten years of energy, to have laid out over £20,000 in its promotion and in the endeavour to raise Advertising to the rank of a profession. Some of the results of his work may be seen at the exhibit of the Dixon Institute: how his work is carried out, and the achievements of students who have passed and are passing through his hands. The student is taken gradually through all the stages of Advertisement-Writing, taught the difference between good 'copy' and designs and bad, has the technicalities of printing, &c., explained, and so on. During the Course he has examination papers to answer and actual advertisements to compose, all of which receive criticism."

### The "Advertising World," in the course of an able article, says:—

"In the class of instructors in advertising, who are playing a more and more important part in the field of publicity, Mr. Thomas Dixon holds a leading place, as founder and president to-day of the Dixon Institute of Advertising. The history of the Dixon Institute is an interesting one, and shows how comparatively new the profession of Advertising is."

### PARENTS, GUARDIANS, AND YOUNG MEN AND WOMEN

would be well advised to consider the scope which the Advertising Profession offers for advancement.



# £10 for an Advertisement

You should compete; it is open to amateurs only.

## TERMS OF THE COMPETITION:

THE FIRST PRIZE OF £10 will be awarded to the lady or gentleman who makes the best copy of the "G.B.N. Toys" advertisement here illustrated, drawn sufficiently large to occupy a full page of this magazine; the illustration may be improved upon in any way the individual competitor thinks desirable, or it may be copied as exactly as possible; but the *wording* for the advertisement—if the competitor writes the wording also—*must* be written in the competitor's own style, and not be a mere copy of the wording here given.

IF YOU DO NOT DRAW—then you may compete by writing some *original* wording for the advertisement, using the wording here given as a basis for your own, but not copying it word for word; in addition you should suggest (in words) a suitable illustration for your own wording.

IF YOU DRAW BUT DO NOT WRITE—you may then compete by making a copy of the illustration only, as explained above.

In the event of one competitor sending in the best illustration and another competitor sending in the best wording, £5 will be awarded to the one and £5 to the other; the Prize will not be divided in any other way.

## 12 CONSOLATION PRIZES

to take the form of a copy of Mr. Simonis' famous book, "Success in Advertising," will be awarded to the twelve competitors whose work is adjudged to be the most worthy by the Advertisement Manager of "The Pall Mall Gazette" and the President of the Dixon Institute.

In order that this Competition may be limited so far as possible to amateurs really desirous of obtaining full knowledge of the possibilities of the Advertising Profession, all competitors must, in the first place, state that they are not at present professional Advertising men, and enrol as members of The Dixon Institute by a preliminary payment of 5s. towards the full fees, which are £6 6s. 6d.

This payment of 5s. entitles the sender to receive the first five lessons of the Advertising Course, and if a competitor desires—as most likely he (or she) will—to continue and receive the full and entire tuition, this may be done by the payment of the remainder of the fee, by instalments if desired. The Competition is thus arranged so that the entrants will be limited to those men and women who are really anxious to put their knowledge of Designing or Writing to profitable account.

It may be noted that the enrolment and payment of 5s. does not lay the competitor under any obligation to continue the Course if he (or she) does not desire to do so after receiving the first five lessons; *but this plan gives to all who are interested in choosing a Profession, or in turning their talents to profitable account, an opportunity to study in full, and at their leisure, the possibilities—and the positions which they may fill—in the Advertising World.*

The President of the Institute will return the 5s. to all those competitors who, in his opinion, do not show sufficient ability to justify their continuance of the Advertising Course of Instruction.

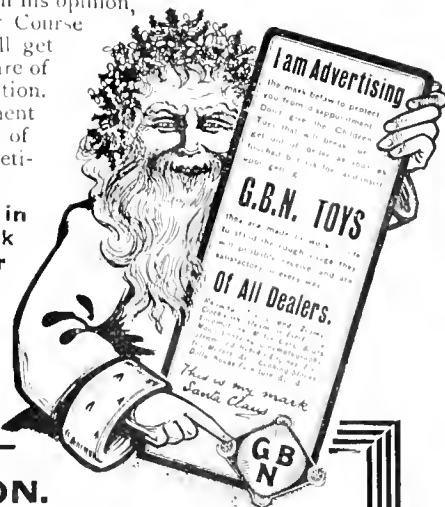
Thus all competitors who are able to design or write will get expert opinion upon their abilities, and an opinion as to whether their talents are of such a nature as will justify further encouragement and further study in this direction.

All competitors' papers will be judged by Mr. W. T. Powell, Advertisement Manager of "The Pall Mall Gazette," and Mr. Thomas Dixon, the President of The Dixon Institute, and their decision upon all matters arising in the Competition shall be absolute and binding upon all Competitors.

**The Competition closes July 30th—but you should send in your papers early, so that you may secure a copy of the Book of the Dixon Institute and obtain the expert opinion of your abilities at once.**

All sketches and wording will be returned to Competitors, together with names of prize-winners.

**THE DIXON INSTITUTE,  
193 & 195 Oxford Street, London, W.**



## FILL IN AND CUT OUT THIS COUPON.

Herewith I am sending in my advertisement as per your Competition, together with remittance value 5s., which entitles me—as an amateur—to the first five lessons of your Advertising Course, with the right to become a full member of The Dixon Institute of Advertising, and to receive all benefits pertaining thereto upon payment of the full fee.

This preliminary payment does not bind me to continue with the Course of Instruction should I not desire to do so, nor does it bind me to make any further payment.

NAME .....  
(If a lady state whether Mrs. or Miss.)

ADDRESS .....

Post this to: THE DIXON INSTITUTE, 193 & 195, Oxford St., London, W. P.M.P.

BY SPECIAL APPOINTMENT



TO HIS MAJESTY THE KING.

# DENT'S WATCHES

EXCELLENCE GUARANTEED.

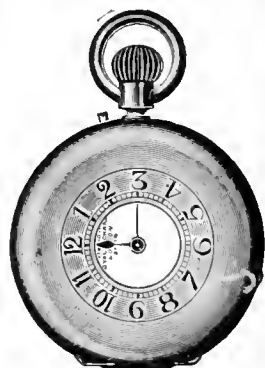
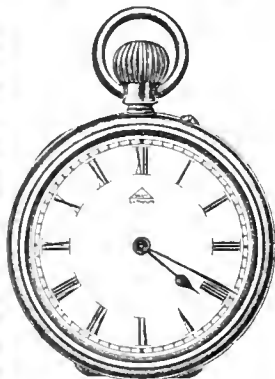
## ENGLISH WATCHES.

Gentlemen's Silver from 5 Guineas.

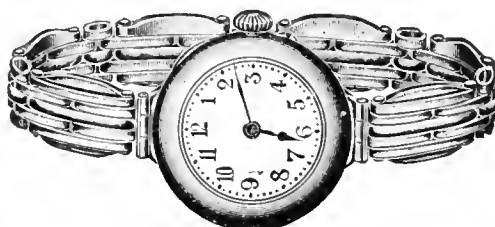
Gentlemen's Gold . . 15 . .

Ladies' Gold . . . . 10 . .

Silver . . . . . 5 . .



Diamond Cluster,  
£27 6s.



Bracelet Watch, £5 5 0.



Diamond Marquise,  
£27 6s.



Ruby and Diamond,  
£3 5s.

## LATEST AWARDS.

FRANCO-BRITISH EXHIBITION,

3 GRAND PRIZES AND 1 GOLD MEDAL.

E. DENT & CO. (Ltd.), Recipients of Council, Gold and other Medals at the Great Exhibitions, and from Foreign Sovereigns.



Turquoise and Diamond  
Cluster,  
£5 10s.

## DENT'S CLOCKS. The Finest Selection in London.

CARRIAGE, TRAVELLING, DRAWING ROOM, DINING ROOM,  
LIBRARY, BRACKET, HALL, KITCHEN, &c.

Dent's New Astronomical or Standard House Clock, £21.

Watchmen's Clocks.

Church and Public Clocks.

## DENT'S JEWELLERY AND SILVER.

A SELECT ASSORTMENT.

**E. DENT & CO., Ltd.,**

Makers of the Great Westminster Clock, "Big Ben," and sole custodians since its erection.

ONLY ADDRESSES:—



TRADE MARK.

**61, STRAND, W.C., & 4, ROYAL EXCHANGE, E.C.,  
LONDON.**

Telephone : 61 City.

# The Allenburys' Foods

*A Pamphlet on Infant Feeding  
and Management (48 pages) Free.*



**MOTHER AND CHILD.** *Baby, 6½ months of age. Fed from birth on the Allenburys' Foods.*

The "Allenburys" Foods give Strength and Stamina, and supply all that is required for the formation of firm flesh and bone. They promote perfect health, and give freedom from digestive troubles and the disorders common to children fed on farinaceous foods, condensed milk, or even cow's milk.

**Allen & Hanburys, Ltd., Plough Court, Lombard Street, London.**

HOLDERS OF WARRANTS OF APPOINTMENT

To HIS MAJESTY



KING GEORGE V.

**S. & P. ERARD,**

18, Great Marlborough St., W.

ESTABLISHED 1792.

PIANOFORTE & HARP MAKERS to HIS MAJESTY  
THE KING and H.M. THE QUEEN.

**PADEREWSKI** says: "This new Model Overstrung ERARD  
is the most beautiful-toned Piano I ever played on."

**H. D. Rawlings, Limited,**

RAWLINGS' MINERAL WATERS have been continuously supplied  
to members of the Royal Family for upwards of 45 years.

MINERAL WATER MANUFACTURERS to  
H.M. KING GEORGE V.,

The late King Edward, and the late Queen Victoria.

LONDON, W. *Established over a Century.*

**THE WORCESTER ROYAL PORCELAIN  
COMPANY, LIMITED.**

ROYAL WORCESTER CHINA—  
Ornamental Porcelain and Table  
Services—may be obtained of all  
the principal China Dealers.

**EDWARDS & SONS,**

*Dressing Case Makers & Silversmiths,*  
161, REGENT STREET, LONDON, W.

**J. C. VICKERY,**

*Jeweller, Silversmith, and  
Fitted Dressing Bag Manufacturer,*  
179, 181, 183, REGENT STREET, LONDON, W.

# To Lovers of Pictures.

PREVENTS  
PICTURES  
FALLING



SHOULD  
THE CORD  
OR WIRE  
BREAK

Enables pictures to be canted forward to any angle to suit light and position without altering cord, and without nails in wall.

From 1 6 per dozen. Included with each Hook are three special pattern screw-eyes for back of picture.



## THE "HAWTAYNE" POCKET READING AND WRITING REST

weighs only four ounces in aluminium; folds up into a marvellously small space. For Standing, Lounge, Lawn, Travelling, and Sick-room. Book is rendered immune from vibration. Price from 2/6.



## Regd. MAGIC DOOR OPENERS. Patent.

A valuable alternative for opening doors by the foot when hands are occupied. Can be fitted to any door without alteration. Costs only 7/6. Great convenience and saves expensive breakages.

Also "GILMARSH" Nailless and Invisible Mat Fixers.  
The "BIVOUAC" Pocket Cooker for Military, Scouts, and Picnic Parties.

*Obtainable of Ironmongers and Furnishers, or particulars of*

**DOMESTIC APPLIANCES, LTD., Cheltenham.**

Works also BIRMINGHAM.

# FOOT'S ADJUSTABLE CHAIR-COUCH

(Patented).

## THE BURLINGTON.

By simply pressing a button the back declines or automatically rises to any position desired by the occupant. Release the button and the back is instantly and securely locked. No other chair does this.

The sides open outwards, affording easy access and exit.

The Leg Rest is adjustable to various inclinations, and can also be used as a footstool. When not in use it slides under the seat.

The upholstery is exceptionally soft and deep, with spring elastic edges, and supports the entire body in the highest degree of luxurious comfort.

Would not one of these chairs add considerably to the enjoyment of your relaxation and rest?

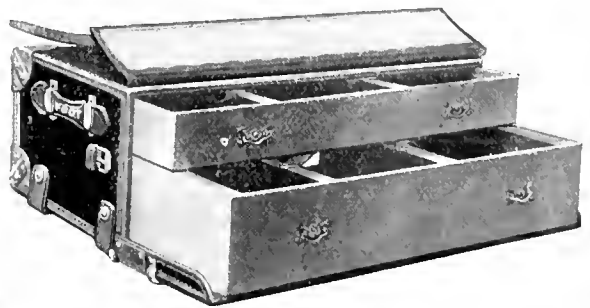
CATALOGUE C 25 OF  
ADJUSTABLE CHAIRS, FREE.

Press  
the  
button  
— that's  
all.



171, NEW BOND STREET, LONDON, W.

# FOOT'S "EUREKA" TRUNKS



**No Crushing.**

**No Confusion.**

Any article is instantly get-at-able and can be removed without disturbing the remainder of contents. The Bottom is as accessible as the Top. Separate compartments for Linen, Clothes, Hats, Boots, &c. Carries the garments in perfect order, and economises space by the systematic method of packing. No rummaging for clothes, no heavy trays to lift. Drawers divided to suit customers' requirements.

Made with 2, 3, or 4 Drawers, in  
Four Qualities and Various Sizes.

**Prices from 60/-**

Write for Booklet,  
"TRUNKS FOR TRAVELLERS," No. 25.

**J. FOOT & SON, Ltd.,**

(Dept. T. 25) 171, New Bond Street, London, W.



# HARBUTT'S PLASTICINE.

THE SCULPTOR'S IDEAL MODELLING MATERIAL.

Let us send you particulars of its good points, together with samples and prices. The Complete Modeller Box is a Home Outfit, with 5 Colours, &c. An Ideal Gift for a Child. Post Free, 2/10.

WM. HARBUTT, A.R.C.A., 44, BATHAMPTON, BATH.

## ART SCHOOLS.

UNIVERSITY OF LONDON.

### GOLDSMITHS' COLLEGE SCHOOL OF ART.

F. MARRIOTT, A.R.C.A., Headmaster.

HAROLD SPEED, Portrait Painting and Figure Composition.

E. J. SULLIVAN, A.R.W.S., Book Illustration.

ALBERT TOFT, Hon. A.R.C.A., S.B.S., Modelling from Life.

W. LEE HANKEY, Etching, Aquatint, and Mezzotint.

W. AMOR FENN, Design and Book Illustration.

PERCY BUCKMAN, Life, Antique, and Painting.

FREDERICK HALNON, S.B.S., Modelling (Life and Antique).

F. JOHN SEDGEWICK, Jewellery and Enamelling.

DAY AND EVENING CLASSES FOR MEN AND WOMEN.

This School now occupies new and greatly enlarged Studios.

Full particulars of the School will be sent on application to THE WARDEN, GOLDSMITHS' COLLEGE, NEW CROSS, S.E.

### THE LONDON & NEW ART SCHOOL

STRATFORD STUDIOS, KENSINGTON, W.

DRAWING, PAINTING, COMPOSITION, ILLUSTRATION, POSTER DESIGN, ANATOMY.

Teaching Staff:

PHILLIP A. LÁSZLÓ, M.V.O., HON. R.B.A.

RICHARD JACK

JOHN HASSALL, R.I.

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C. M. O. ORCHARDSON, R.O.I.

FRANKLYN HELMORE

EDMUND J. SULLIVAN, A.R.W.S.

H. DAVIS RICHTER, R.B.A.

BERNARD ADAMS

STUDENTS MAY JOIN AT ANY TIME.

Further particulars on application to the Secretary—

Mrs. HELMORE, 6, Stratford Studios, Stratford Road, Kensington, W.

TEL.—3065 KENSINGTON.

### ST. JOHN'S WOOD ART SCHOOLS, 7, ELM TREE ROAD, N.W.

Honorary Advisory Council:

Sir LAWRENCE ALMA-TADEMA, O.M., R.A.

J. W. WATERHOUSE, Esq., R.A.

G. CLAUSEN, Esq., R.A.

and other Members of the Royal Academy.

#### OUTDOOR LANDSCAPE CLASSES

(under the direction of the Principals)

are held both in Oil and Water-Colour.

Special Critic—Mr. Edward Stott, A.R.A.

Principals:

FREDERICK D. WALENN.

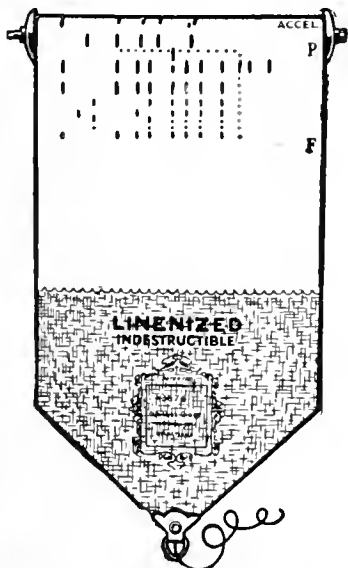
LEONARD WALKER.

A. MICHAELSON, R.B.A.

PICKERING WALKER.

Students specially prepared for the Royal Academy Schools.

Students may enter at any time.



## Your Piano-Player Improved 100 per cent.

simply by substituting Linenized Music Rolls for the Rolls you have hitherto used. To substantiate this statement, we will send

# A BOX OF ==LINENIZED== MUSIC ROLLS

FREE OF CHARGE FOR ONE WEEK'S TRIAL.

Linenized Music Rolls represent the highest standard of excellence yet obtained. No matter what Rolls you have previously tried, you will get better results from your Piano-Player if you adopt Linenized

Music Rolls. Try them—on our offer of supply for one week's trial free of charge.

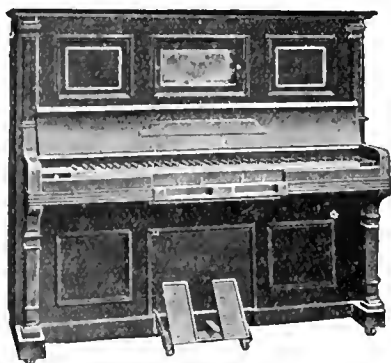
Besides being best in quality, Linenized Music Rolls are cheapest in price and the most durable. They last far longer than other Rolls and cost only from **9d.** upwards.

Simply send a postcard and mention *Pall Mall Pictures*, and we will at once forward you the Trial Box. Give name of your Piano-Player.

**THE PERFORATED MUSIC CO., Ltd., 94, Regent St., London, W.**

Factory & Head Office: 197-199, CITY ROAD, E.C.

Scottish Branch: 99, PRINCES STREET, EDINBURGH.



## THE *STERLING* PLAYER PIANO

The purchase of a Player-Piano is a task demanding the utmost care. It is comparatively easy to find a Player-Piano, but the purchaser naturally desires to choose the *Best*. Which is the Best? That is the difficult point to decide. The Best Player-Piano, in our opinion, and in the opinion of our numerous clients, is—the “Sterling.”

The “Sterling” Player-Piano leaves nothing to be desired in tone, action, workmanship,

material, finish, or appearance. It is as perfect as Piano Manufacturers of half-a-century's experience can make it, and stands out in the Player-Piano World as a triumph of constructive skill.

The exclusive patent construction of the “Sterling” Action ensures the so-long-desired human-like touch, hitherto associated only with professional hand playing.

Call, or write for Catalogue 22.

**STERLING PLAYER-PIANO, 94, REGENT STREET, LONDON, W.**



# PLEASURE

## British and Irish Steam Packet Company, Ltd.

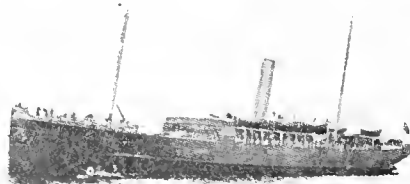
### Coasting Trips

For . . .

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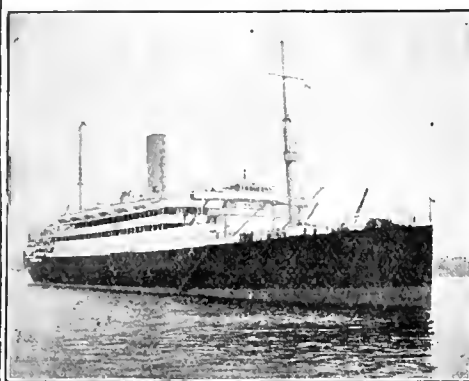
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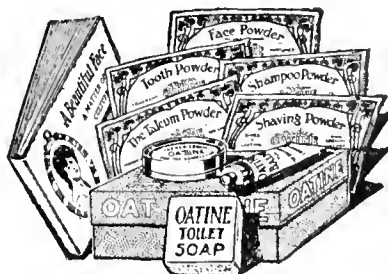
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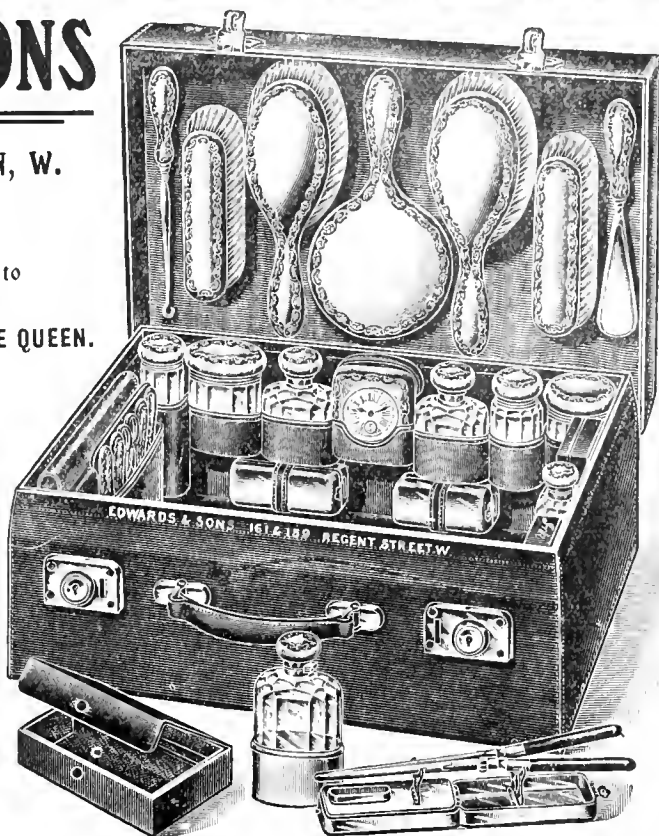
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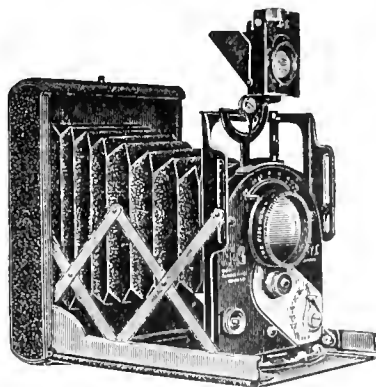
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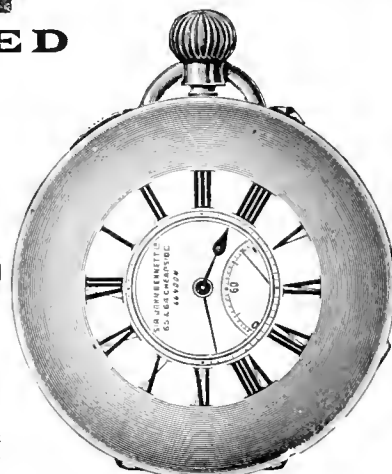


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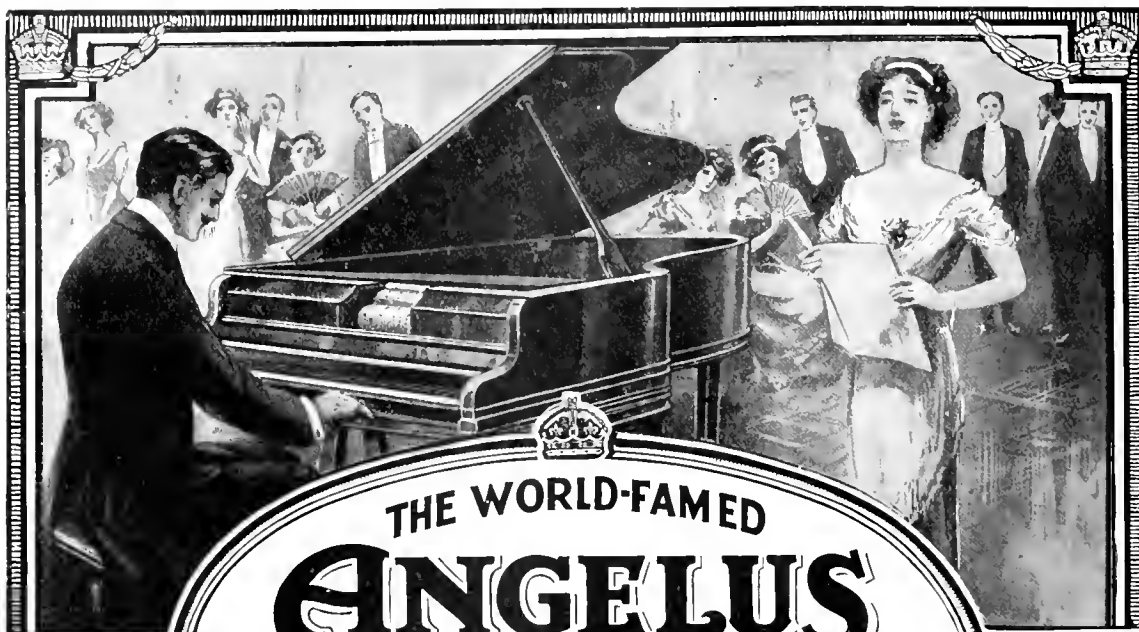
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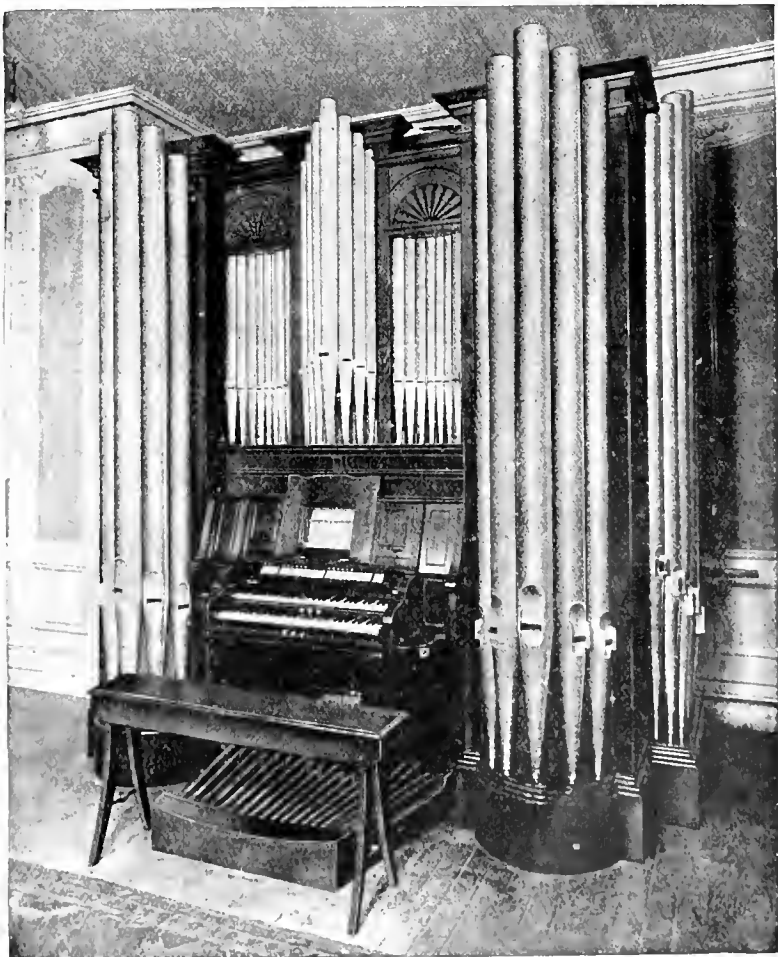
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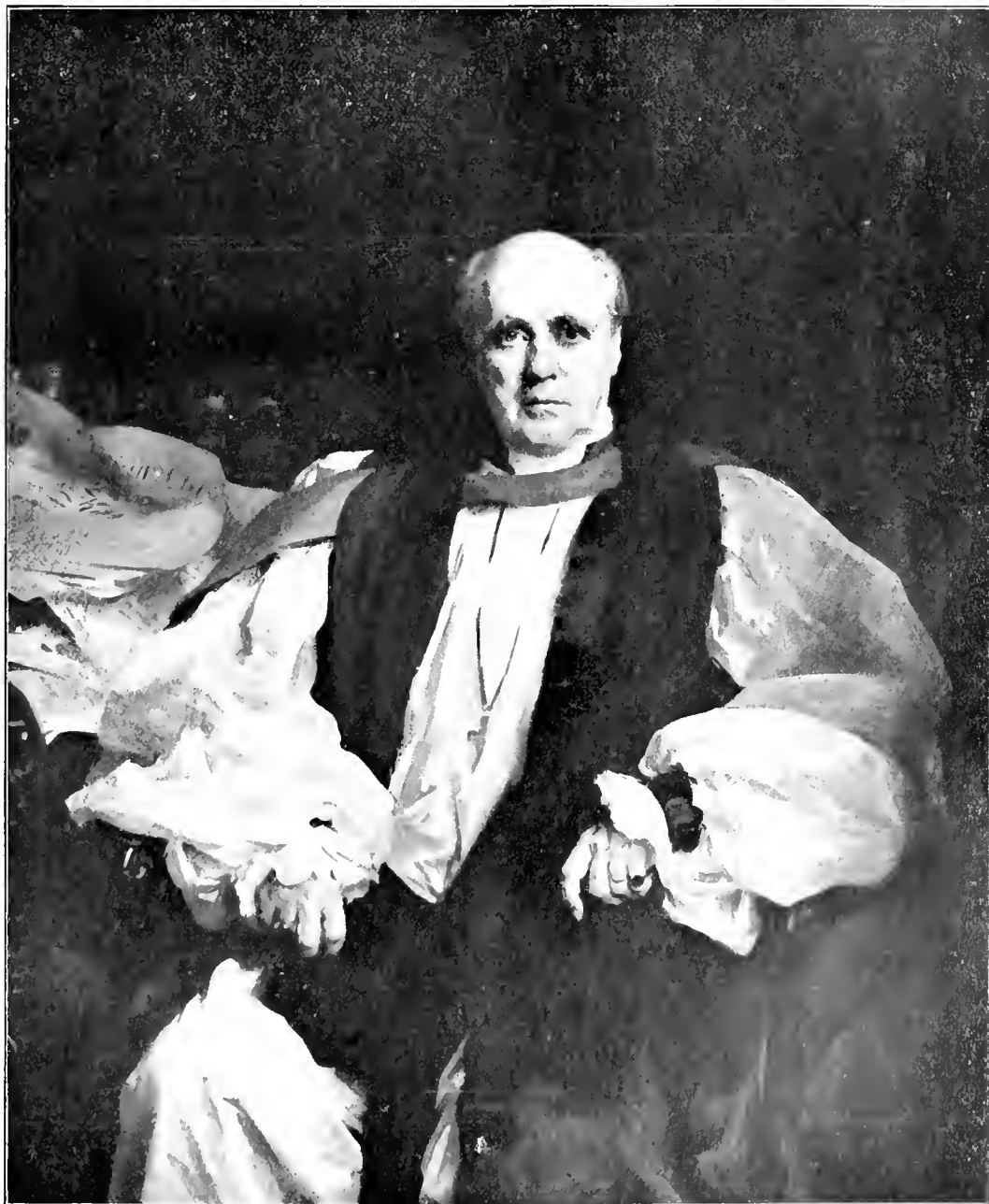
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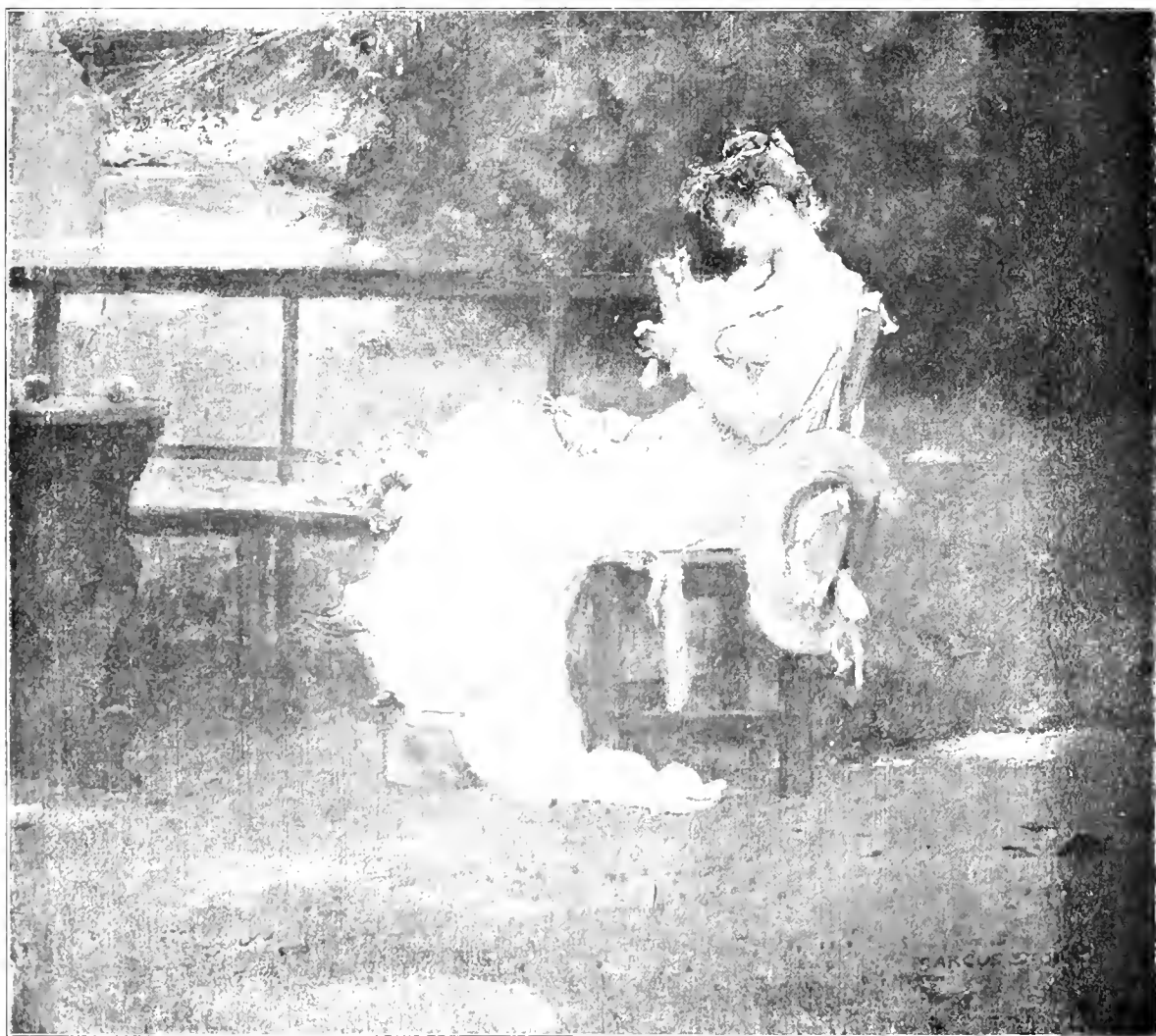
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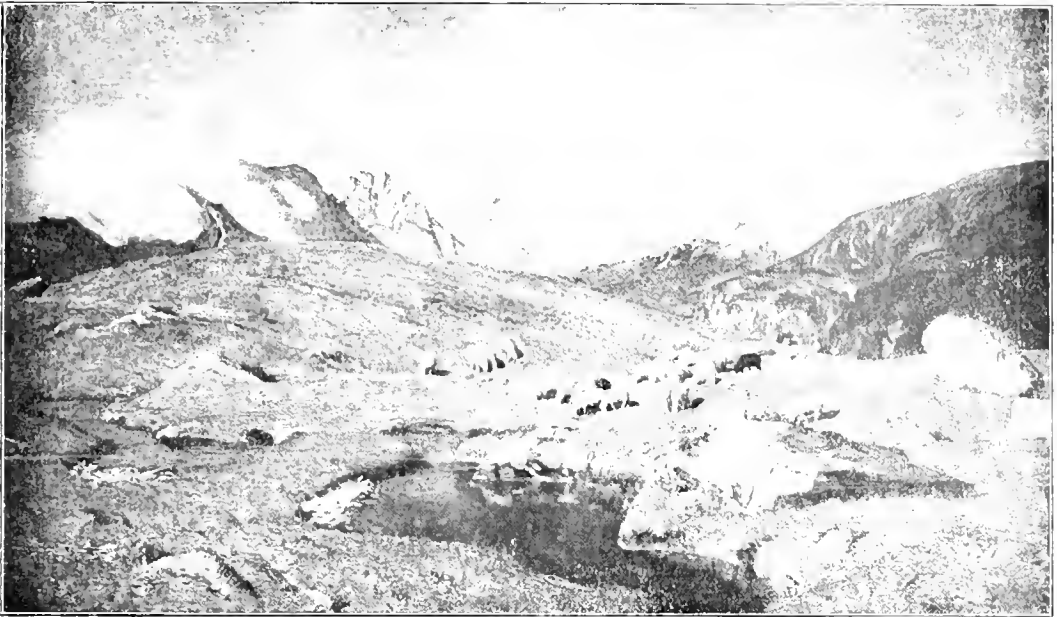
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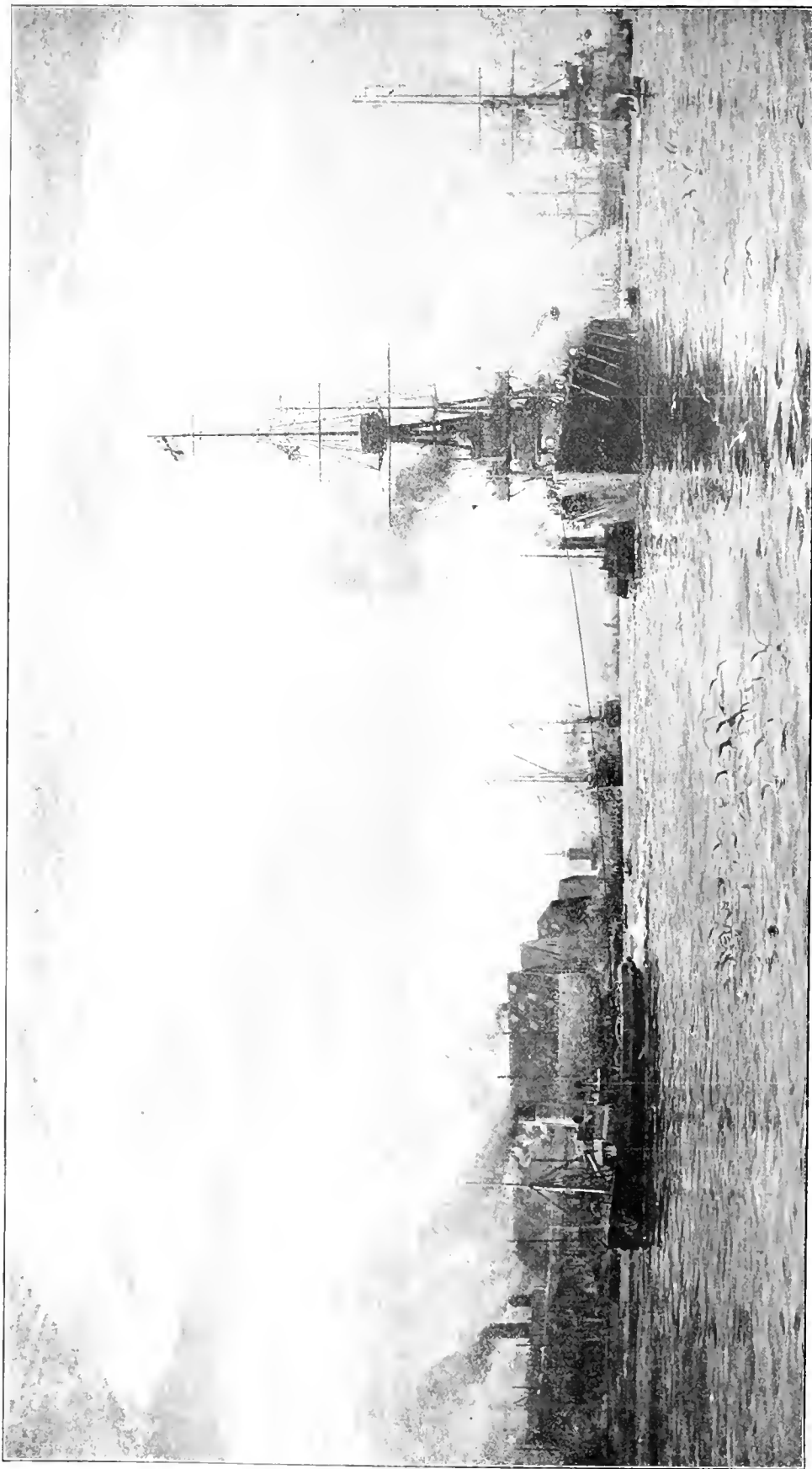
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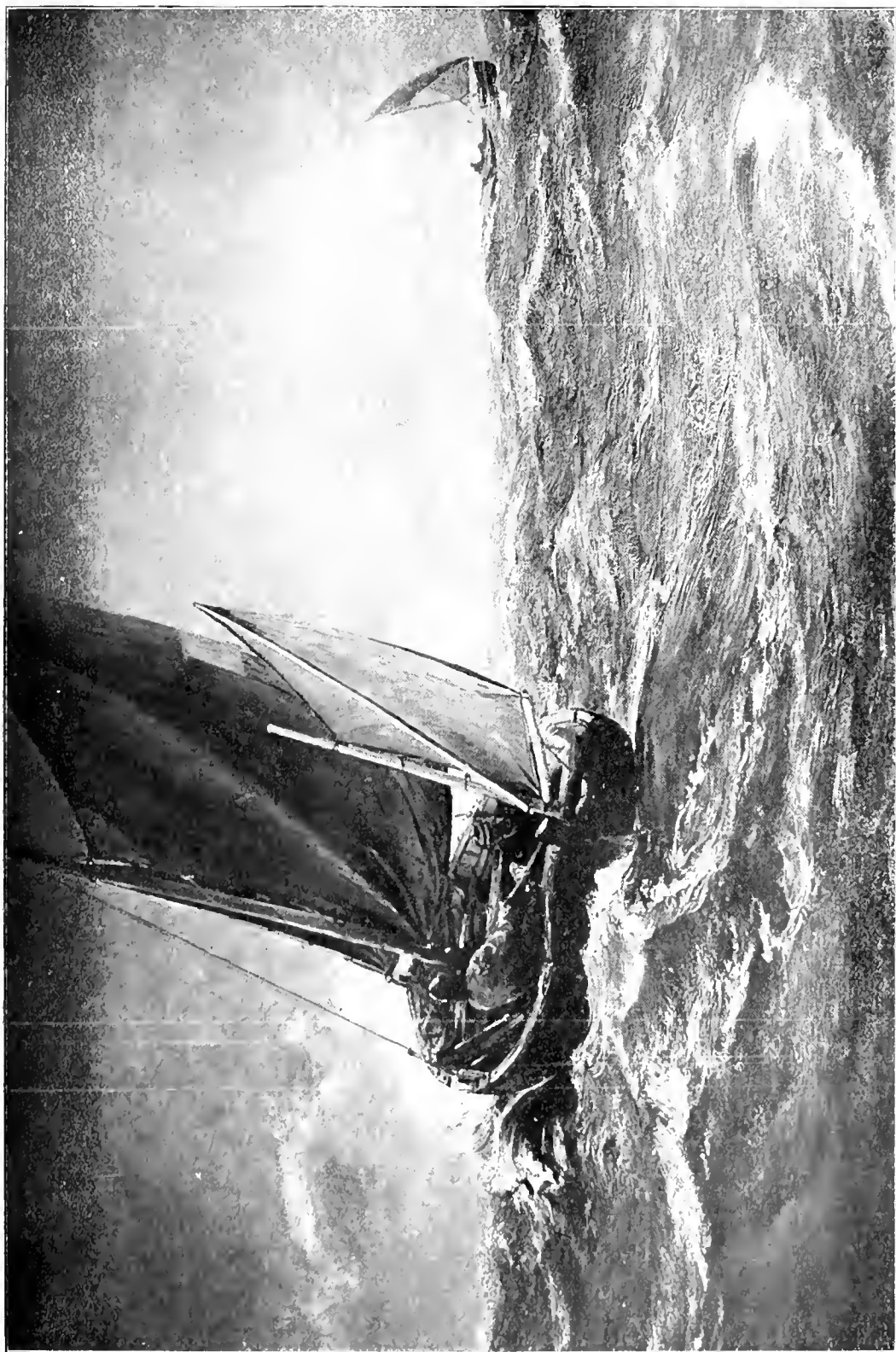


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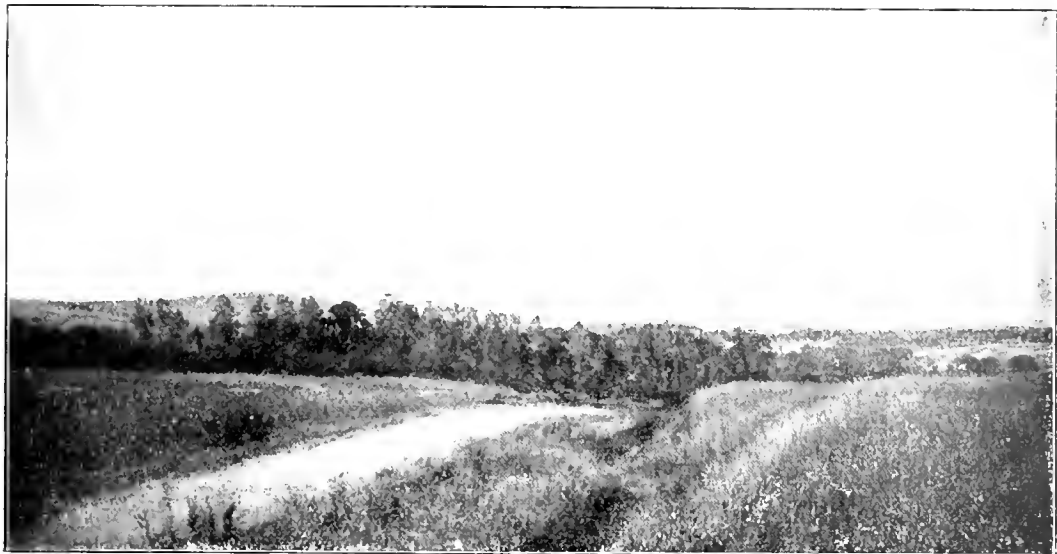
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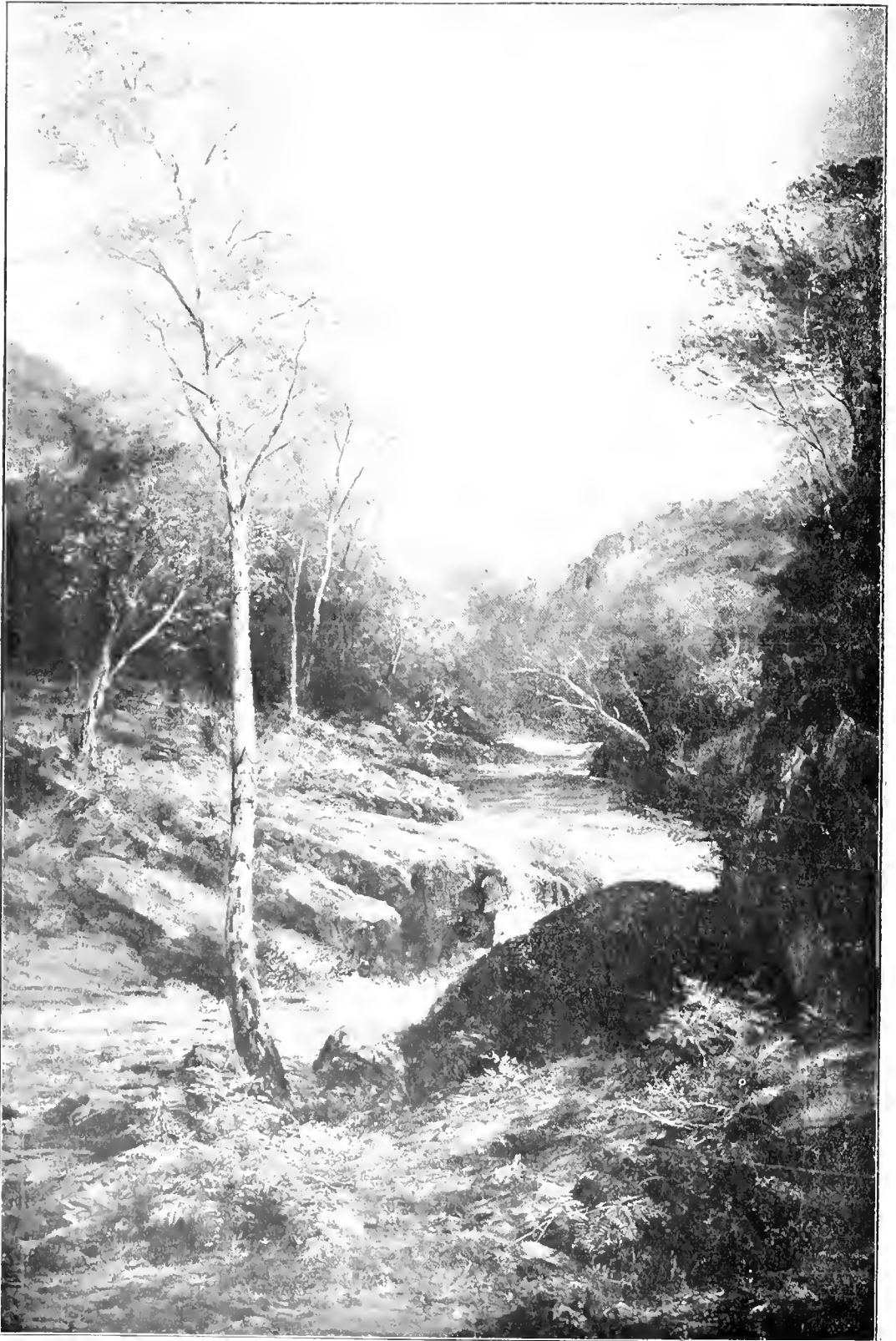




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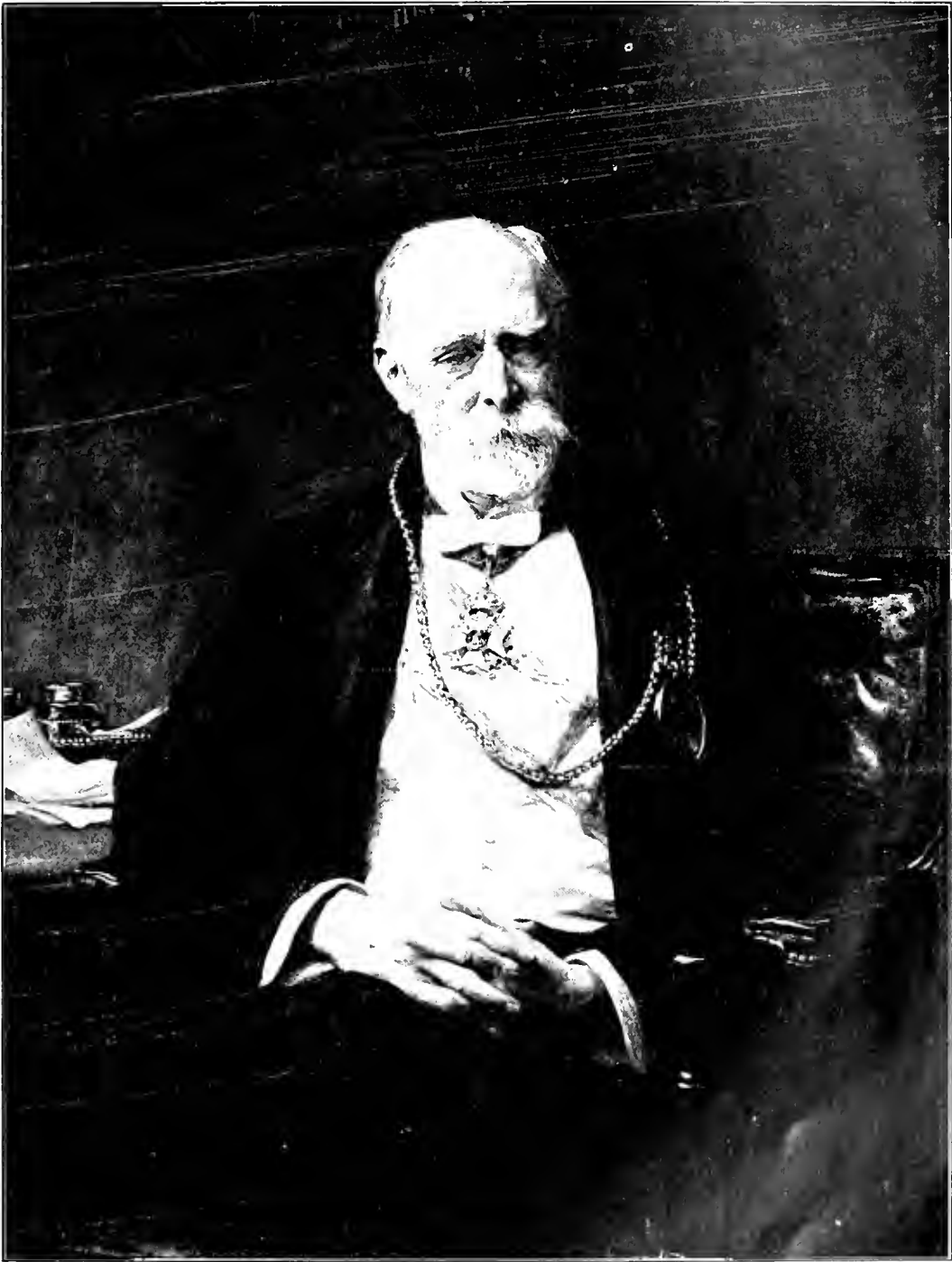
"In Glen Sannox, Isle of Arran."—The Late J. MacWHIRTER, R.A.

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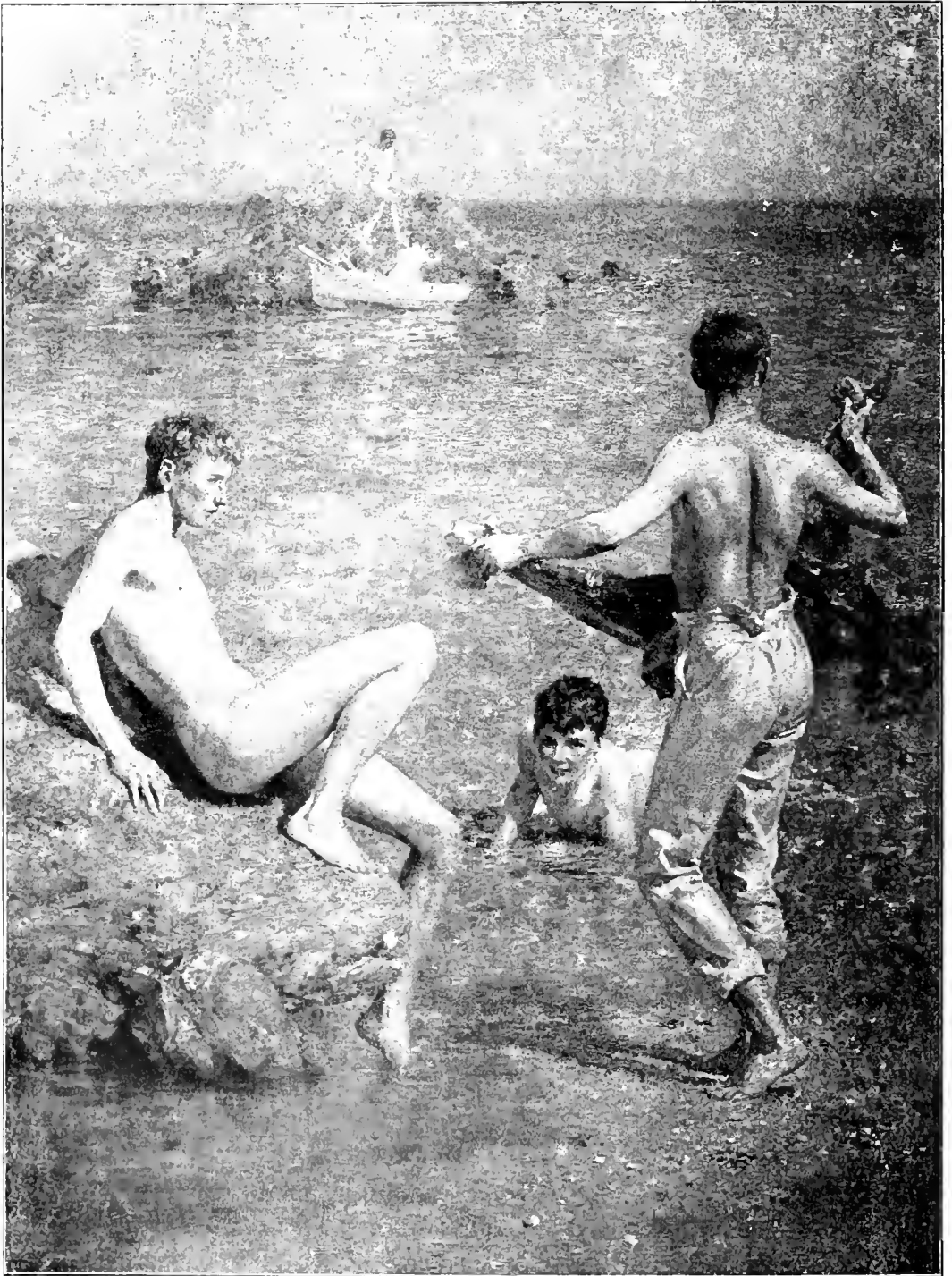
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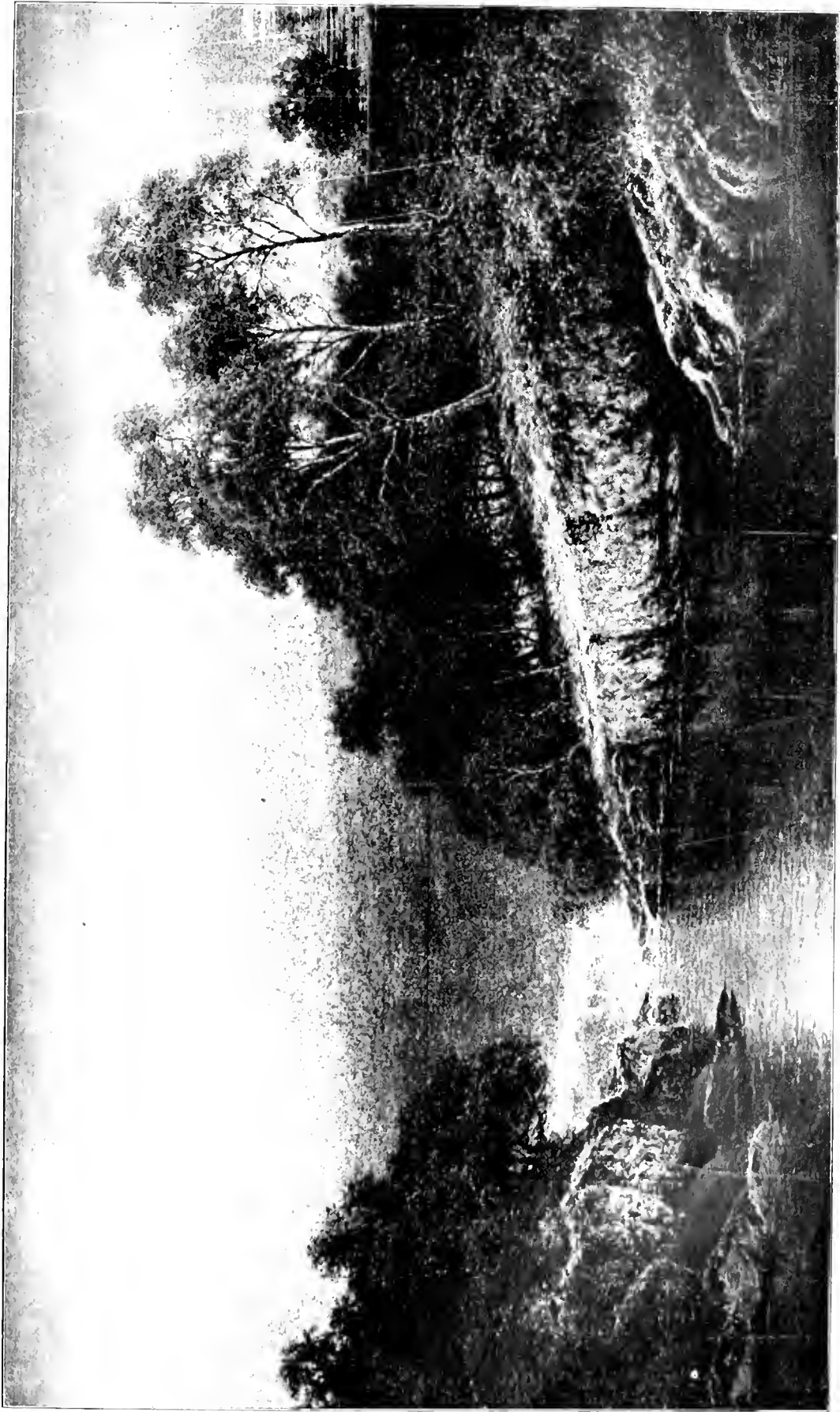


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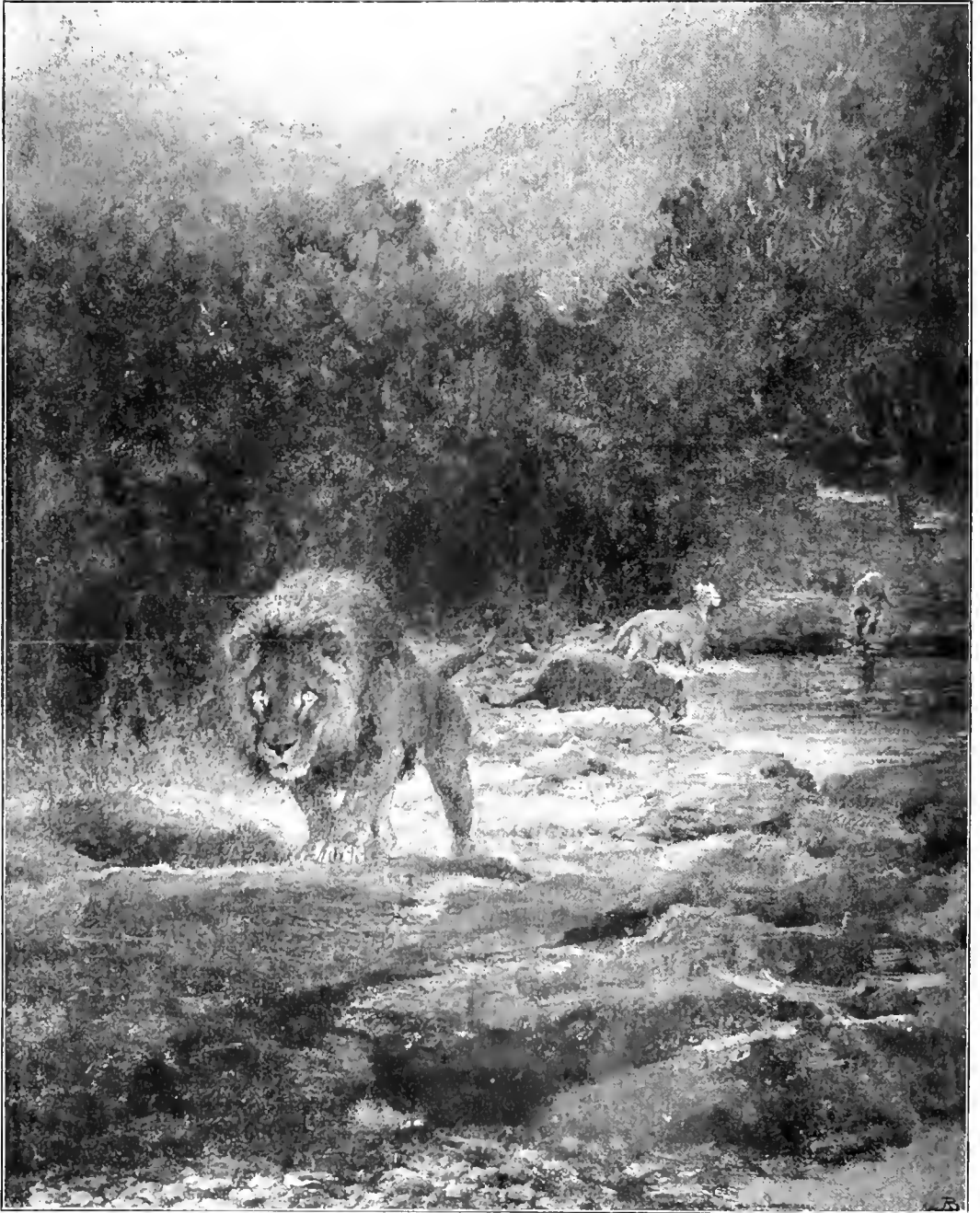
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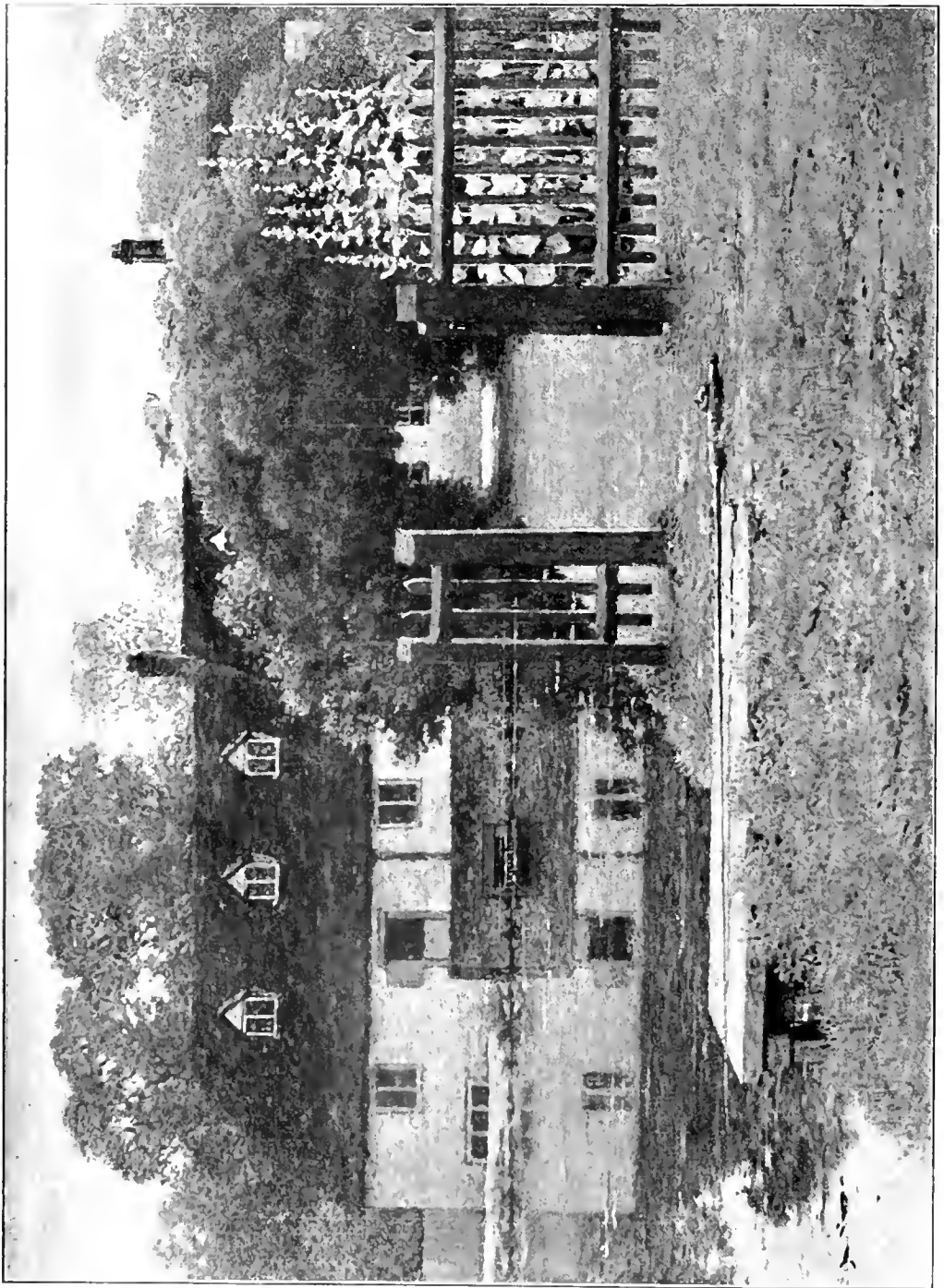
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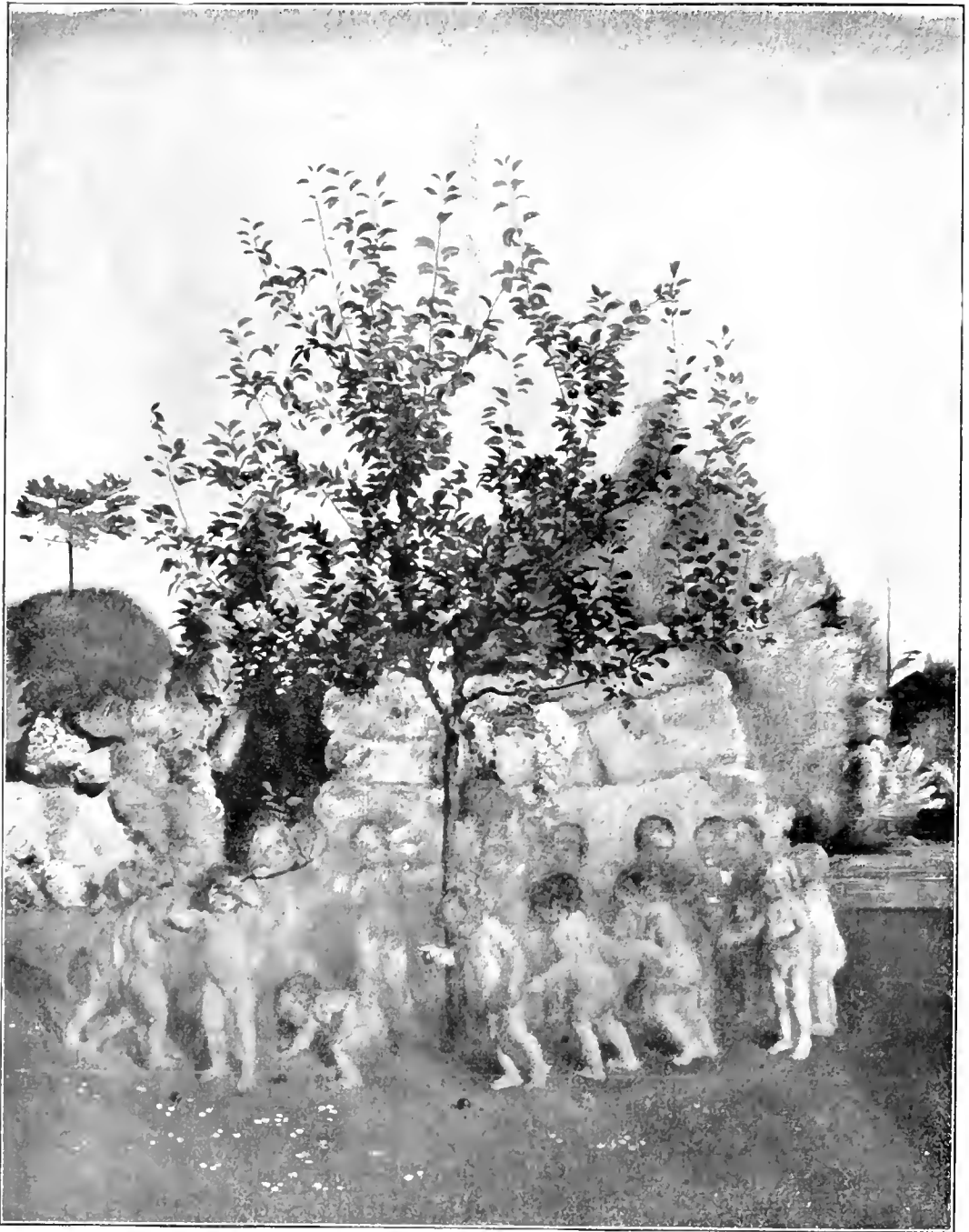
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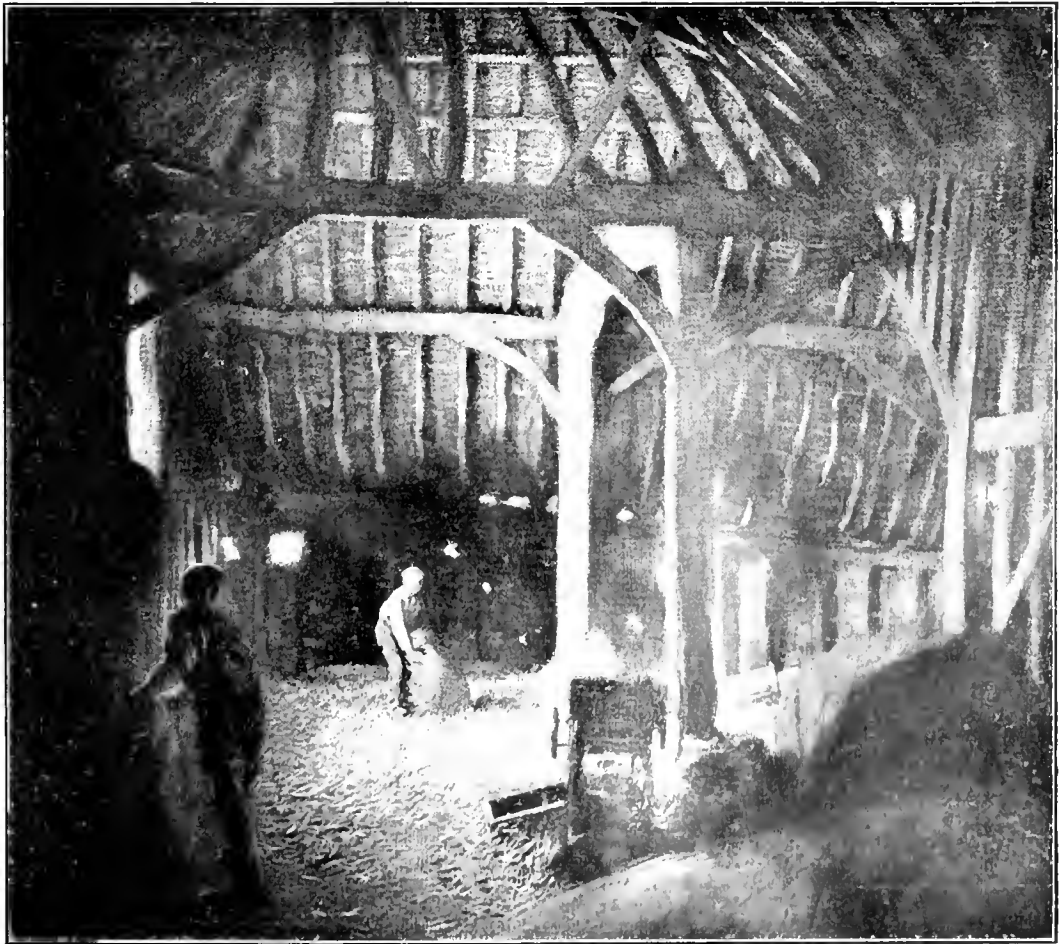
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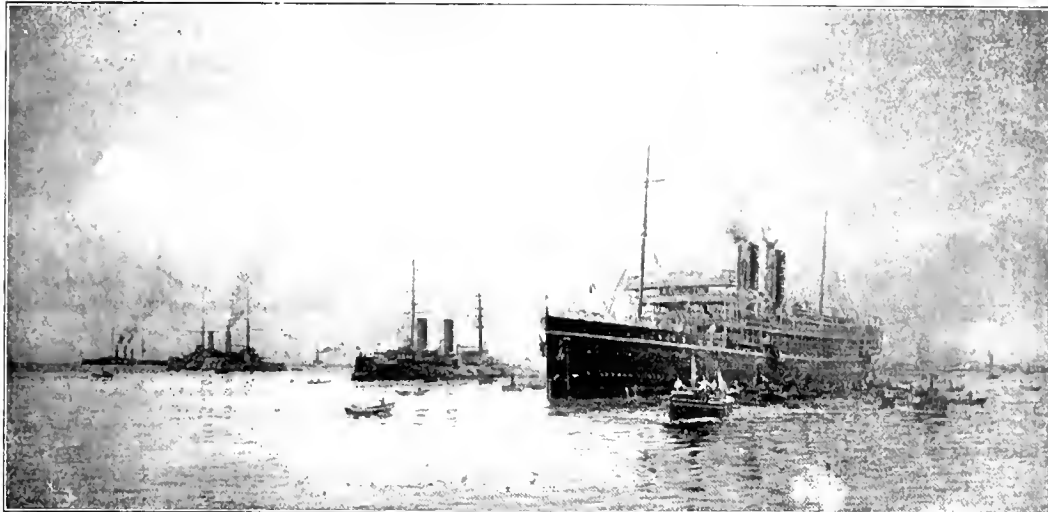
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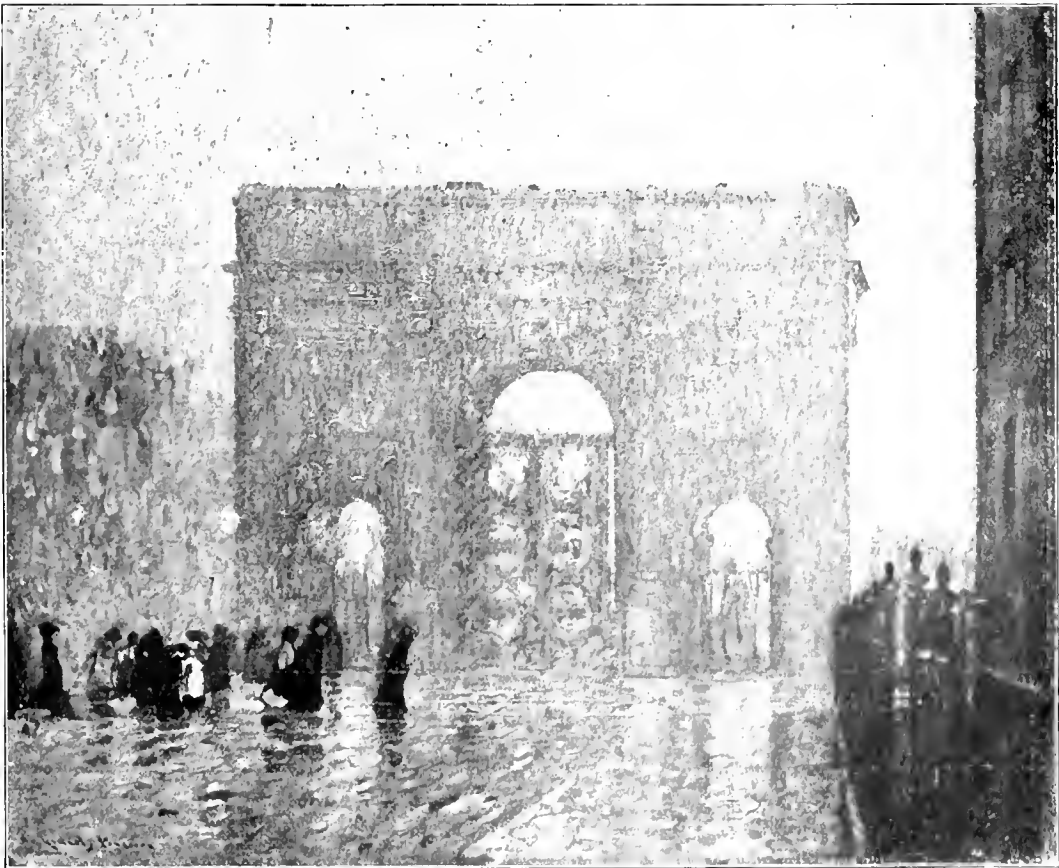
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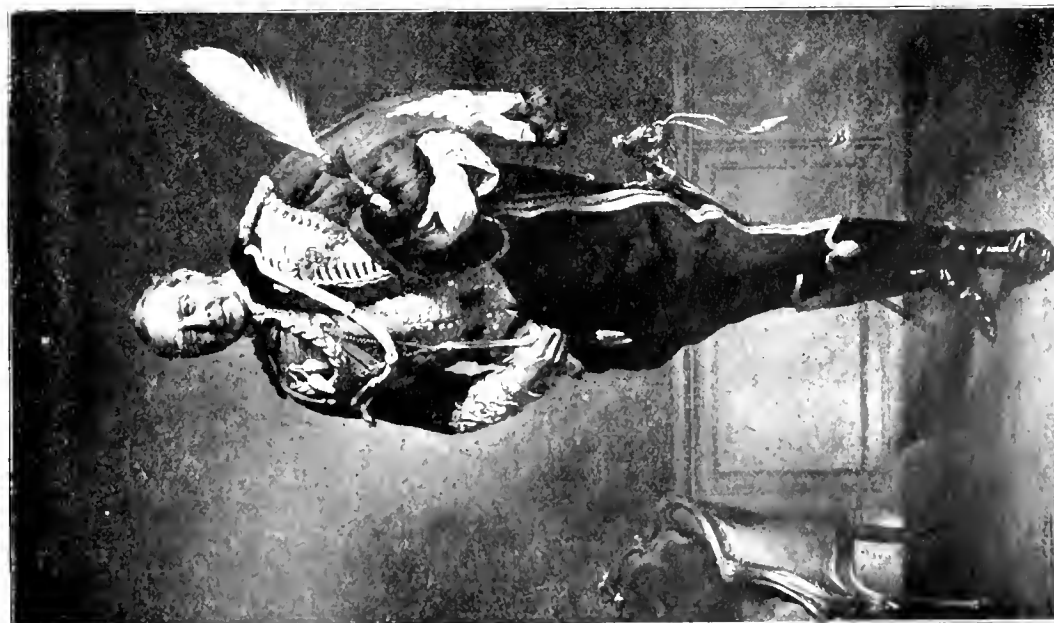


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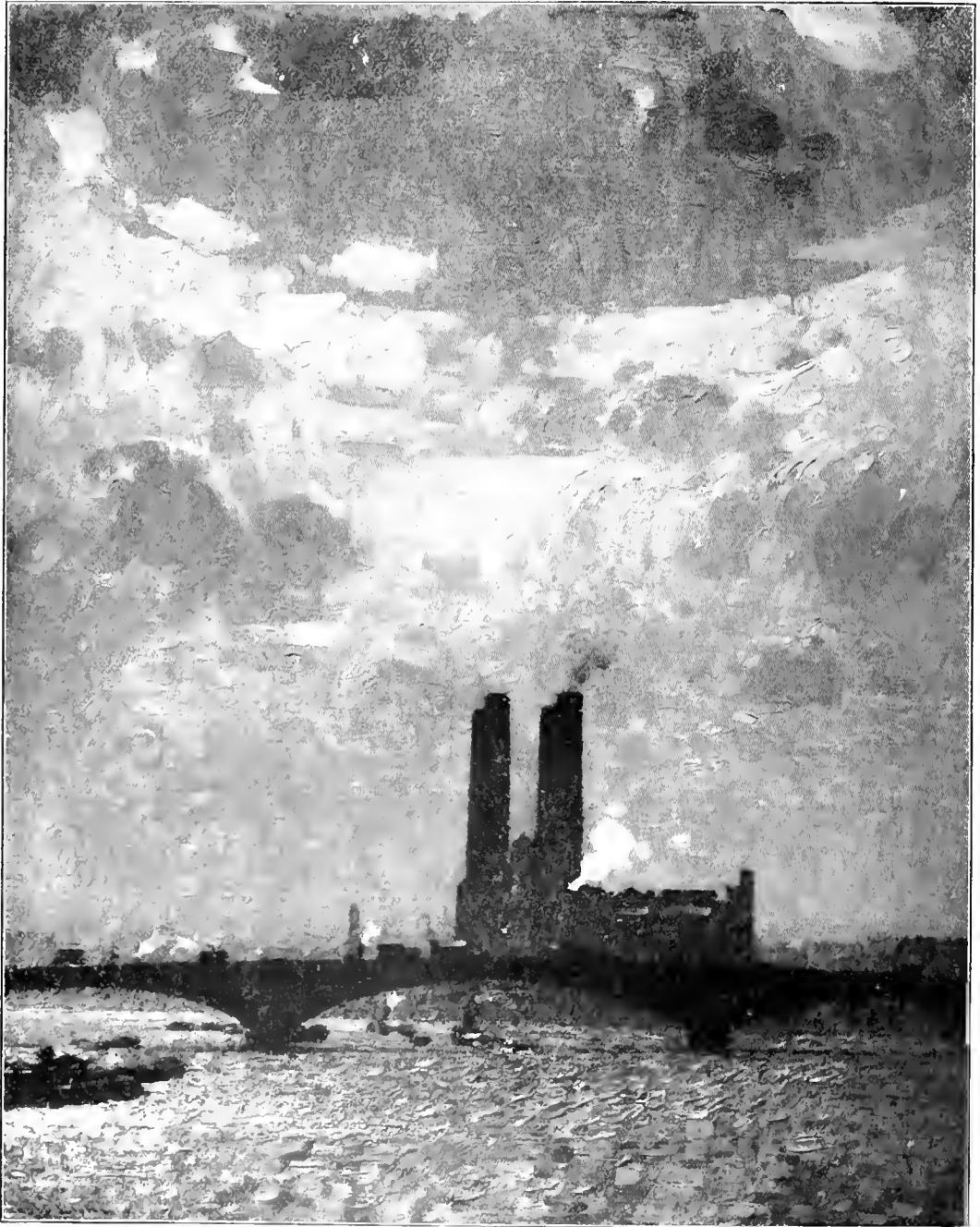
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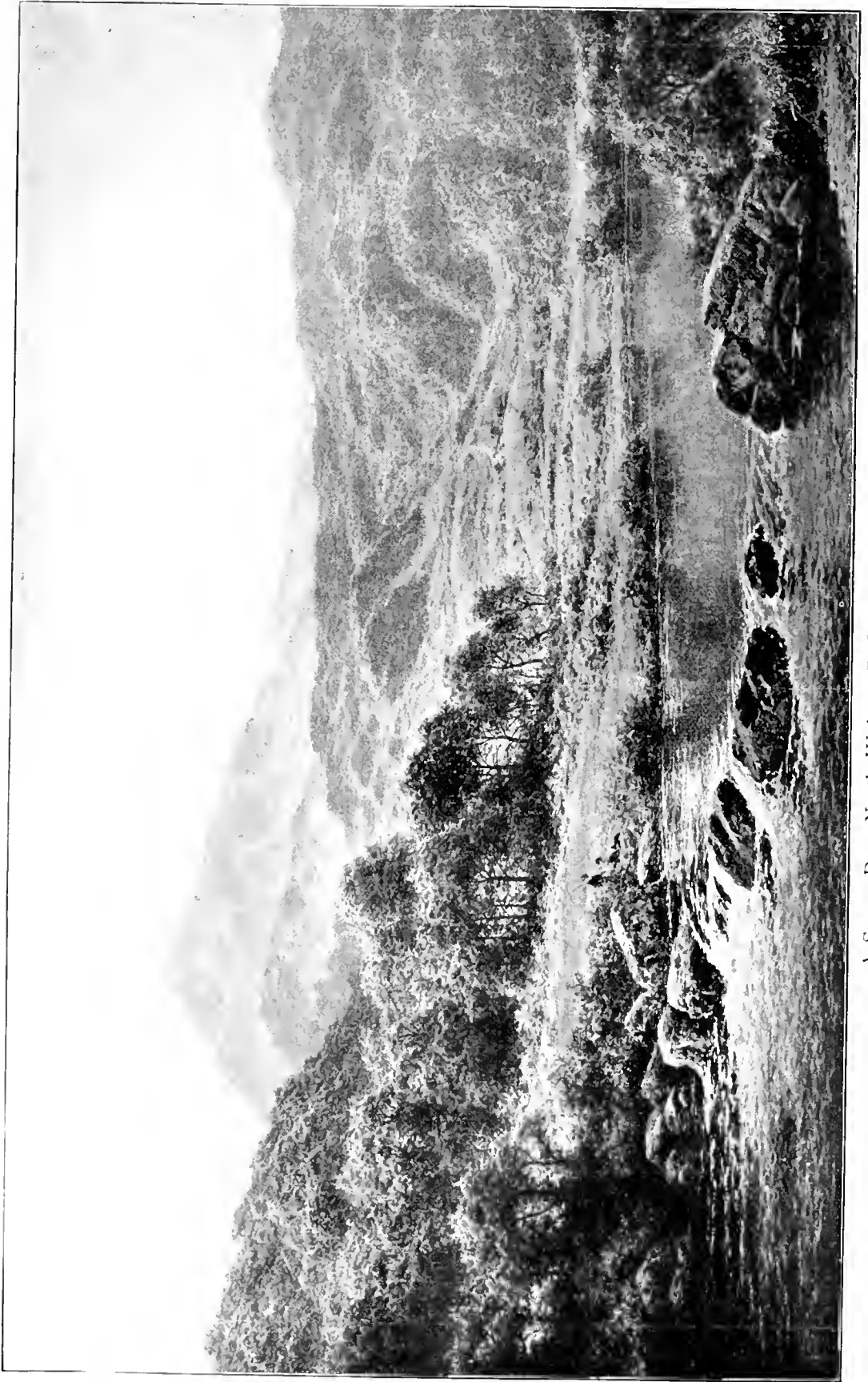


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In depressed conditions of the system, in *Anæmia* and *Neurasthenia*, arising from overwork, worry, or sleeplessness; in convalescence from severe illness such as *Influenza*, *Diphtheria*, *Pneumonia* or *Typhoid*; in recovery from surgical operations or to conserve the forces during any critical period, the restorative power of VIBRONA cannot be over-estimated.

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A liqueur-glass (about one tablespoonful) acts as a prompt restorative, and its agreeable flavour is much appreciated by invalids and others to whom ordinary Tonics are distasteful.

VIBRONA—THE IDEAL TONIC WINE—is supplied in bottles containing 40 liqueur-glasses, by Chemists, Wine Merchants, and Stores throughout the world. Price in Great Britain 3/9.

SOLE PROPRIETORS:

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An Evening in June. G. HAYDON R.T.



Katrine and Griselda, daughters of F. Gordon Brown, Esq.  
L. CAMPBELL FAVOR.  
(By permission of F. Gordon Brown Esq.)



The Goblin Market. FRANK CRAIG.



The Dawn. G. WEHRHELF.

In Syphons porcelain lined

**SCHWEPPE'S**

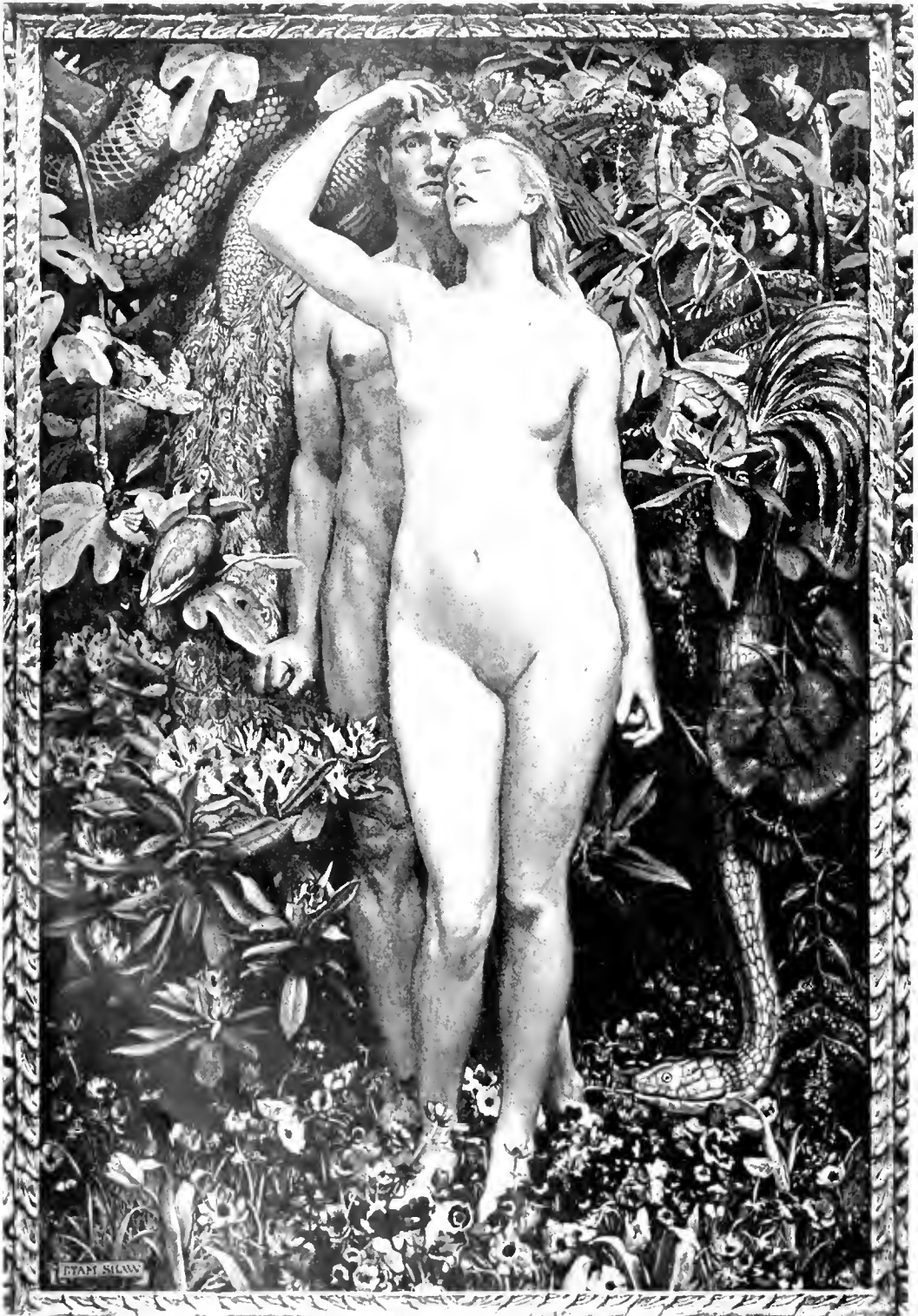
TABLE WATERS.

Impossible of contamination.



Vanity Fair.—J. YouNG HUNTER.

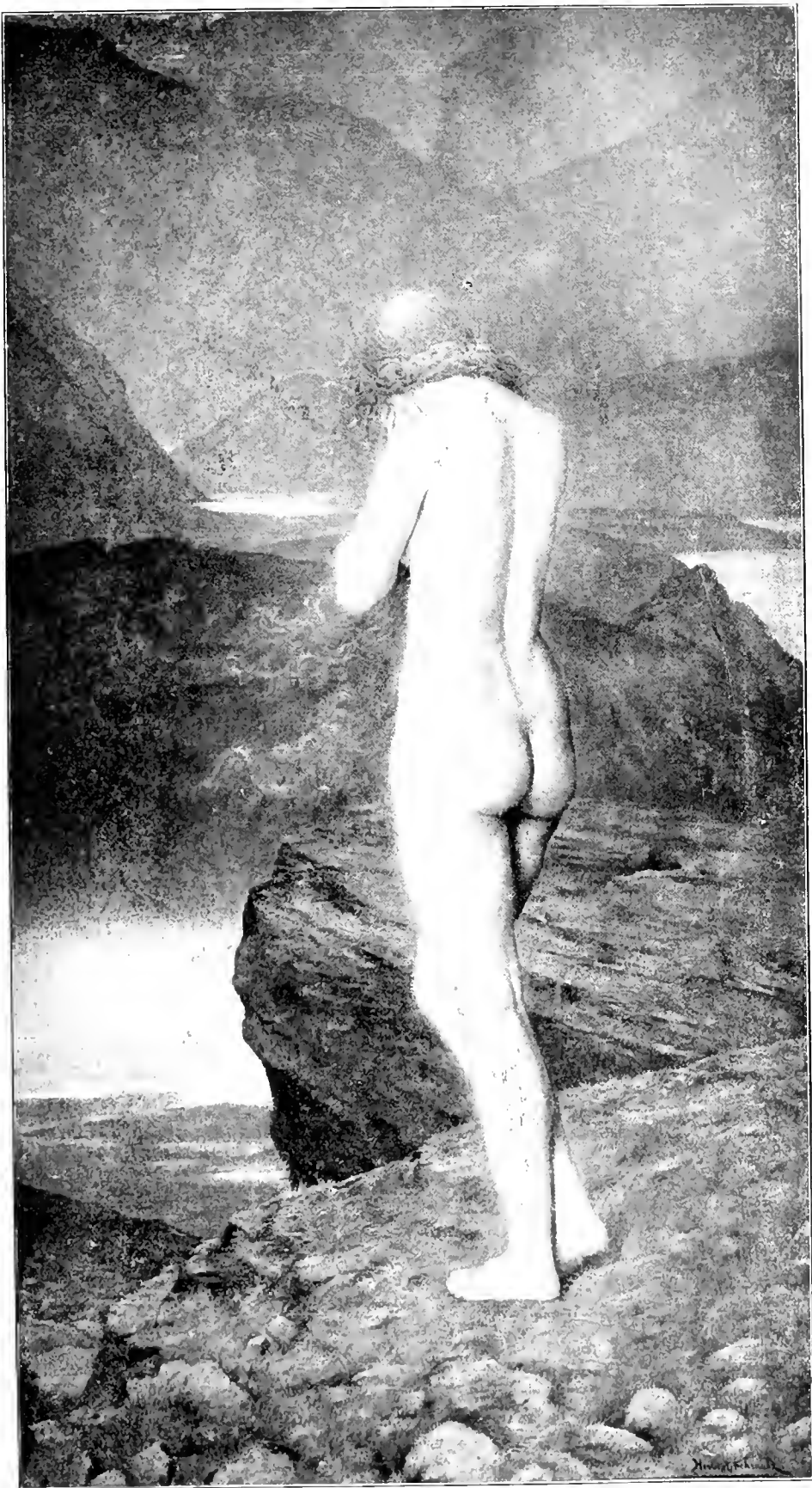
**BRITISH HOME and Hospital for INCURABLES, Crown Lane, Streatham, needs help to provide a Home or the means to supply the comforts of a home for life for Incurable Sufferers of the Middle Classes.**



The Woman, the Man, and the Serpent. BYAM SHAW.

See **I**xtle **T**hot facing page 95.





Eve in Exile. H. SCHIMMEL.

(An important engraving printed in colours will be published by F. T. Dennis, 118, Chancery Lane, W.C.1.)

Bottled in the Malvern Hills

**SCHWEPPE'S** **STILL MALVERN WATER.** An ideal table beverage



A Problem in White. C. M. Q. ORCHARDSON.

Ask for

**SCHWEPES**

DRY GINGER ALE.

The beverage "de luxe."





Daughters of the Sun.—Mrs. LAURA KNIGHT.



Fort St. André, Villeneuve-les-Avignon. H. HUGHES-STANTON.



Col. T. Walter Harding, D.L., J.P., Sir Hubert von Hohenhausen, C.V.O., R.A.



The Celestial Globe, —W. Strang, A.R.A.



The Unknown Land.—E. BLAIR LITCHTON.

Fit accompaniments to  
the best of menus.

**SCHWEPPES** TABLE WATERS.

As supplied to  
H.M. the King.



A Night in June. T. C. Gorch.



The Forest Road. R. Vicat Cole.

As supplied to  
H.M. the King

**SCHWEPPE'S** TABLE WATERS.

The Aristocrat of  
Table Drinks.



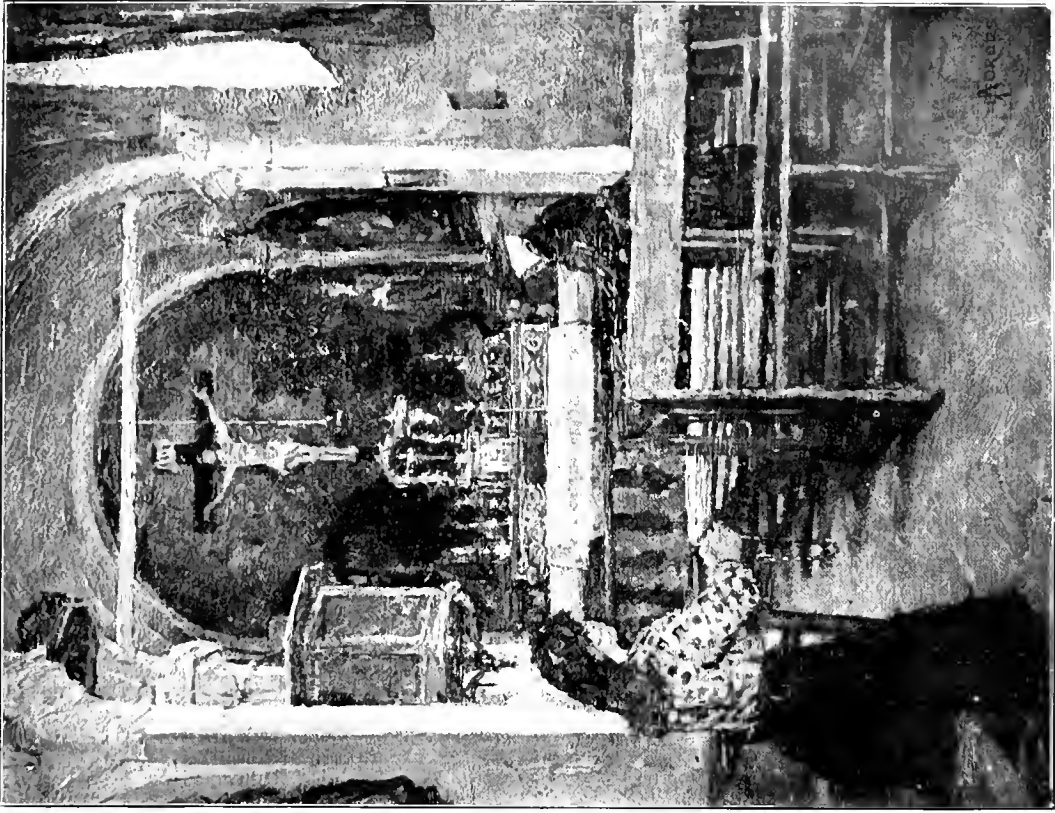
On the Barrow Downs, Dorset. — J. At MONIER.





The Christmas Tree.—A. CHEVALLIER TAYLER.





A Wayside Chapel.—Mrs. STANTON FORTSON.



"I reckon but the Golden Hours."—Mrs. SYLVESTER LUCAS.

A Delightful  
Beverage.

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Bottled in the  
Malvern Hills.



The Peaceful Village. ALFRED KING.

**SCHWEPPE'S** CORDIALS are finest on the Market. Try them!



In the Studio. L. CAMPBELL TAYLOR.

See **I**nvincible **T**albot facing page 95.



The Mask. G. W. LAMBERT.

---

See **I**nvincible **T**albot facing page 95.





Chepstow Castle. NILS M. LUND.



"The lift grew dark, and the wind blew loud,  
And surly grew the sea."  
*Ballad of Sir Walter Spens.*  
DAVID MURRAY, R.A.

Made under ideal  
conditions.

**SCHWEPPE'S** TABLE WATERS.

Absolutely pure.



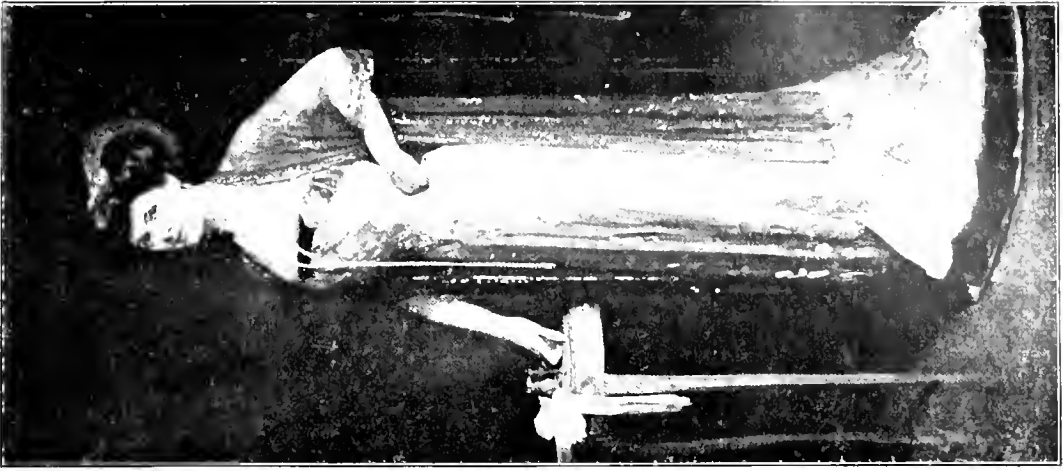
Charles II. Presenting Barbara Palmer to the Queen at Hampton Court, 1662. EDGAR BUNDY.

Irresistible.

**SCHWEPPE'S** STILL MALVERN WATER.

Bottled in the  
Malvern Hills.

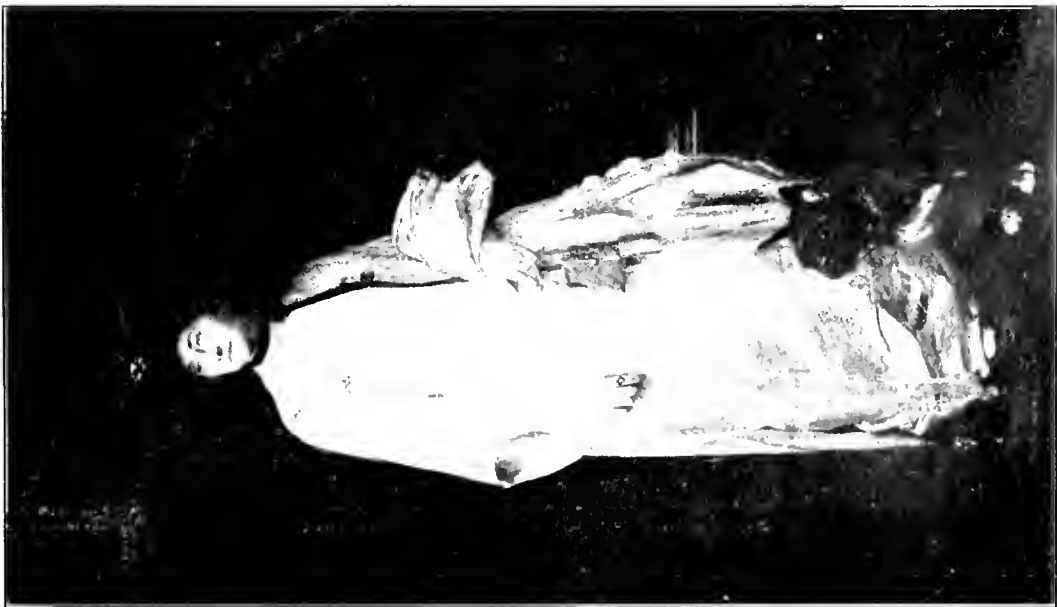




George Alexander. — Harold D. Speldy.



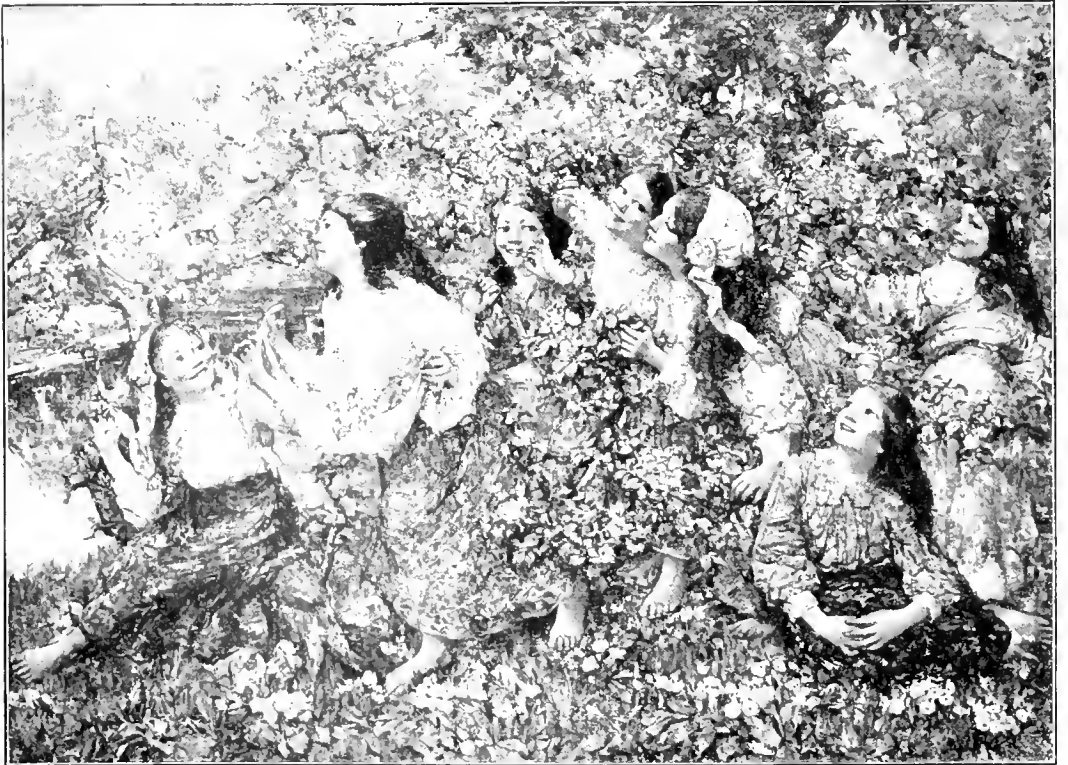
The Viscountess Halifax. — W. Loosdahl.



Miss Edith Bancroft. — W. R. Symonds.



The Children of Major Stirling of Fairburn.—RALPH PRACOCK.



A Springtime Roundelay. E. A. HORNEL.



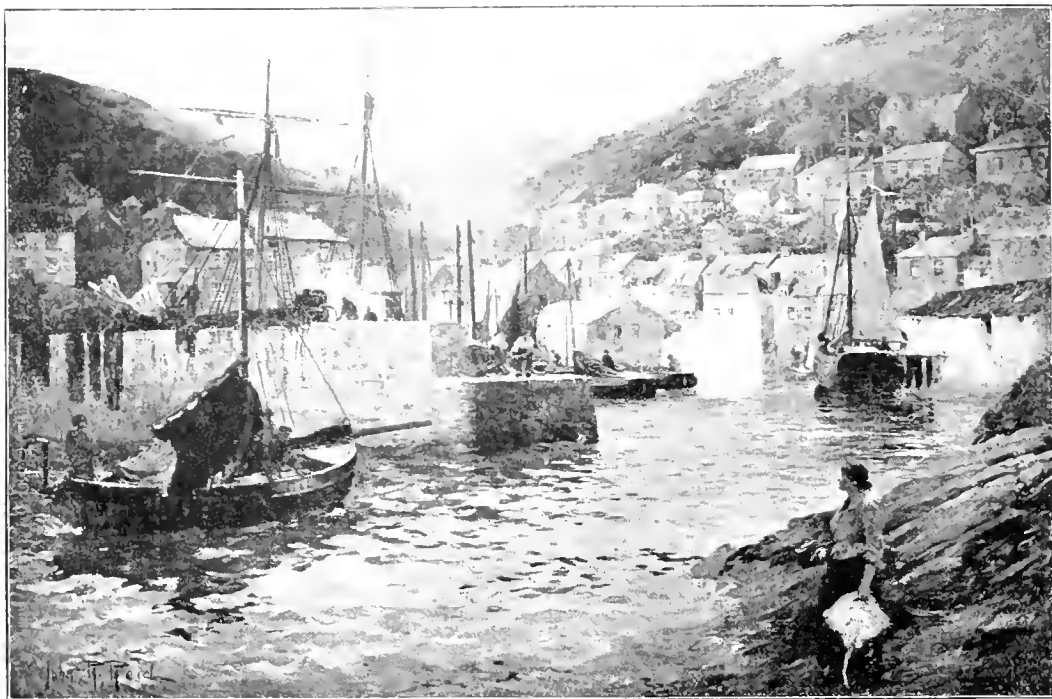
The Passing of War. F. O. SALISBURY.  
 "When Truth and Justice triumph, War shall cease."

Fit accompaniments to  
 the best of menus.

**SCHWEPPE'S**

TABLE WATERS.

As supplied to  
 H.M. the King.



The Haven under the Hill. —JOHN R. REID.



Birds of Prey. —C. M. PADDAY.

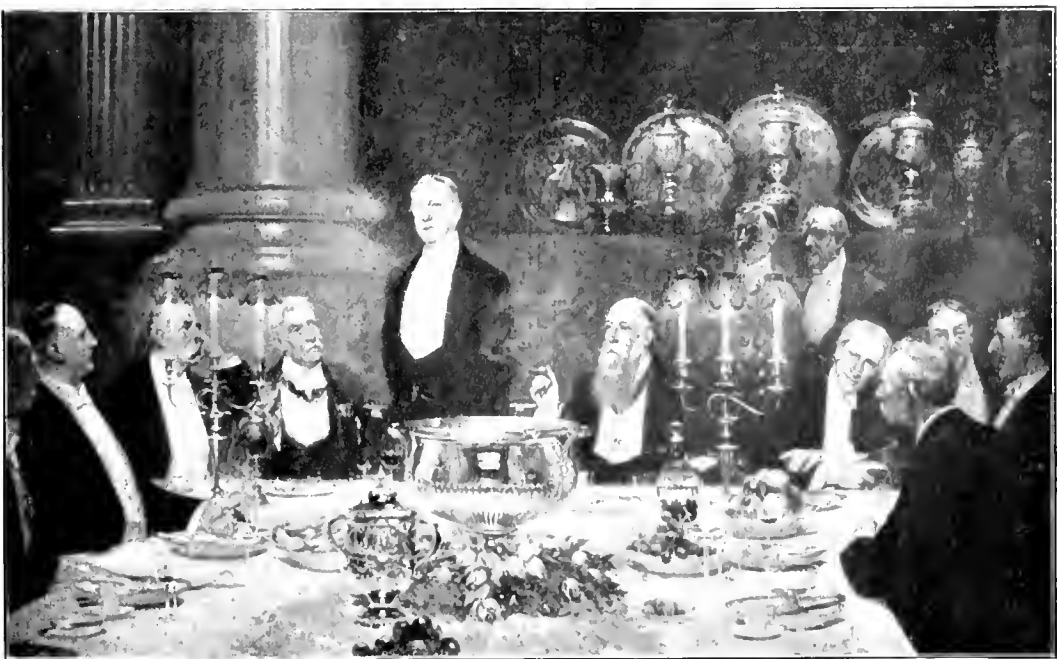
Not only refreshing—delicious.

**SCHWEPPE'S** DRY GINGER ALE.

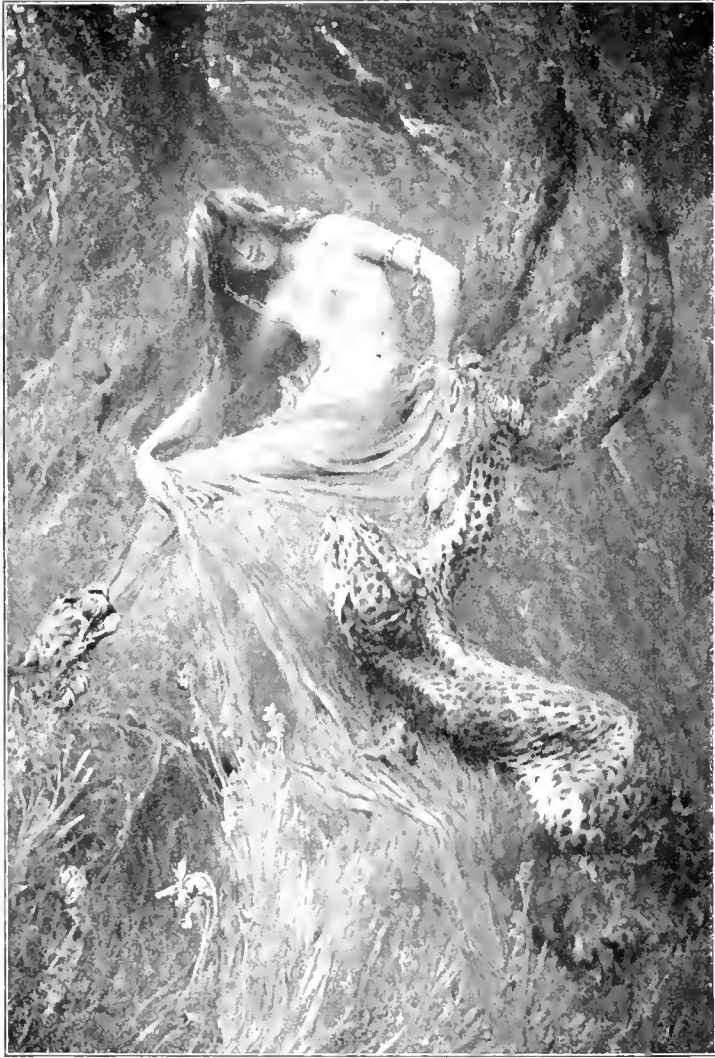




A Window in Kensington. J. YOUNG HENNER.



A City Banquet: Mr. Justice Swinfen-Eady replies for the Visitors. FRED ROR.



A Dryad. A. WARDLE.



On the Way to the Festival. C. W. WYLLIE.





Diana protected by her nymphs when disturbed by Actæon while bathing.  
Miss L. L. Grove.

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Mrs. Crompton-Roberts, H. G. RIVIERI

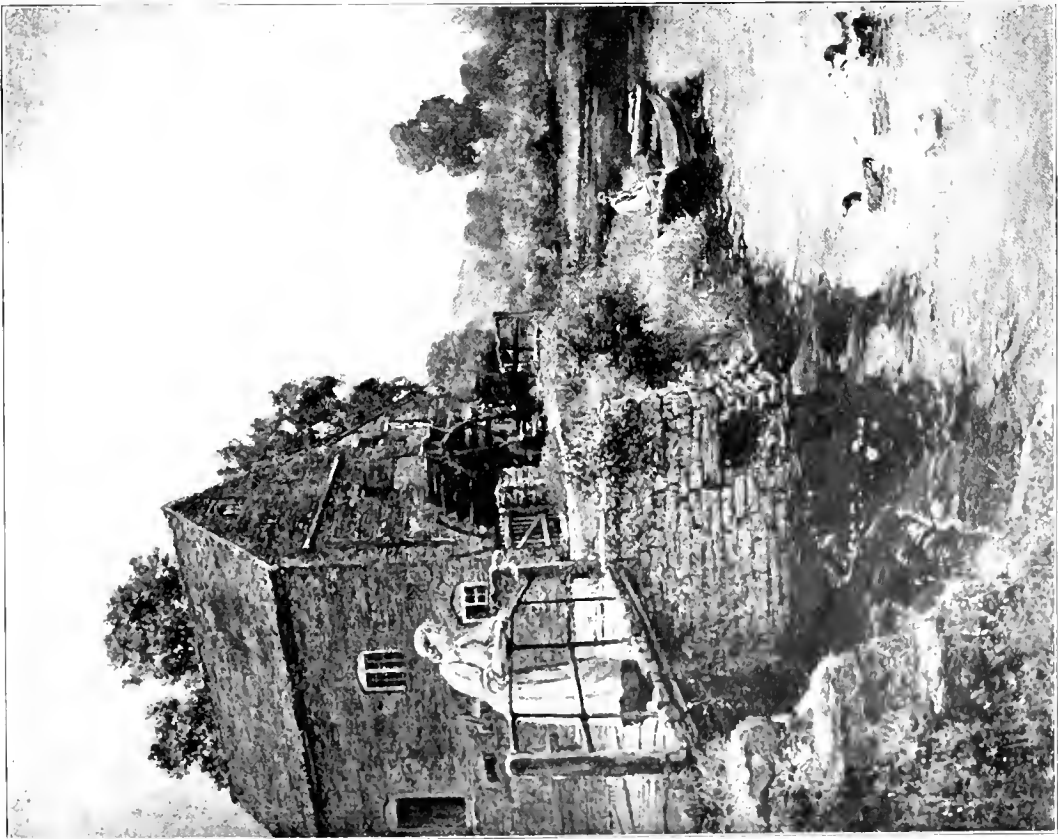
As supplied to  
H. M. the King

**SCHWEPPES** DRY GINGER ALE.

The Table Water  
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In Fair Provence. Mrs. STANHOPE FORBES



Morning at the Mill. YIPPO KING



The Gale Breaking.—T. SOMERSCALES.



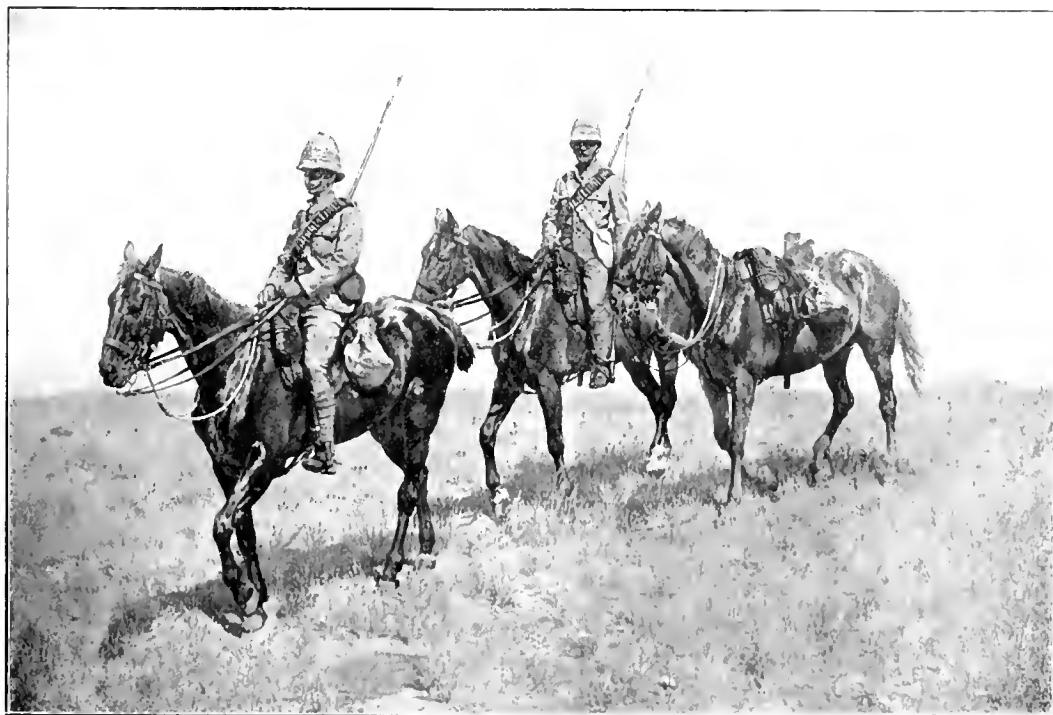
Helpmates in Distress.—B. F. GRIBBLE.

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**Hunyadi János.** A safe, gentle, and reliable Natural aperient for CONSTIPATION.



The 10th Hussars at Bonavente. Retreat on Corunna.—W. B. WOLLEN.



The Empty Saddle. South Africa: 1900.—J. P. BLADU.

Delicately pleasing to the palate.

**SCHWEPPE'S**

DRY GINGER ALE.

Try it.





Helpmates by the Sea.—R. W. ALLAN.

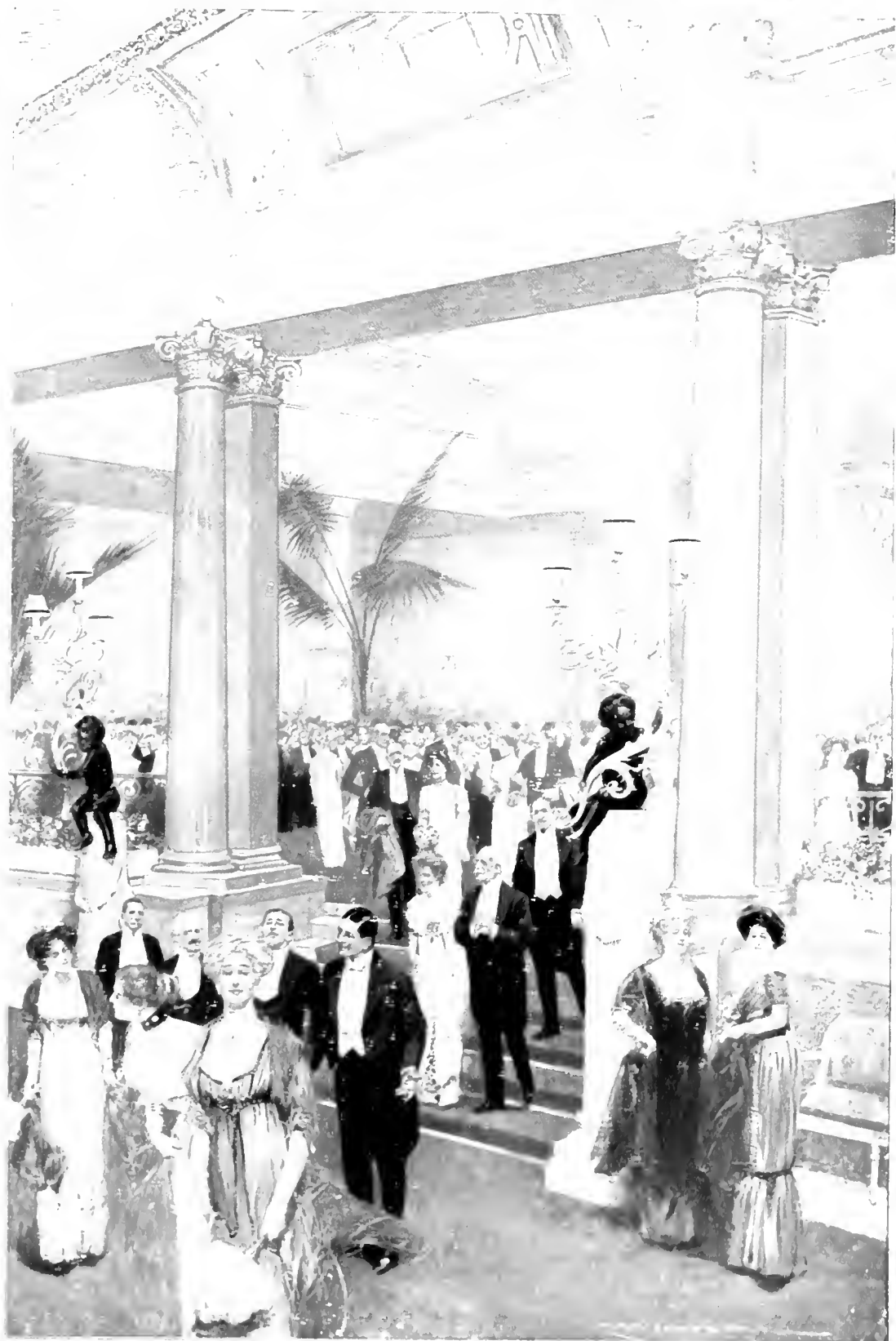


Moonlit Shore.—JULIUS OLSSON.

In Syphons porcelain lined.

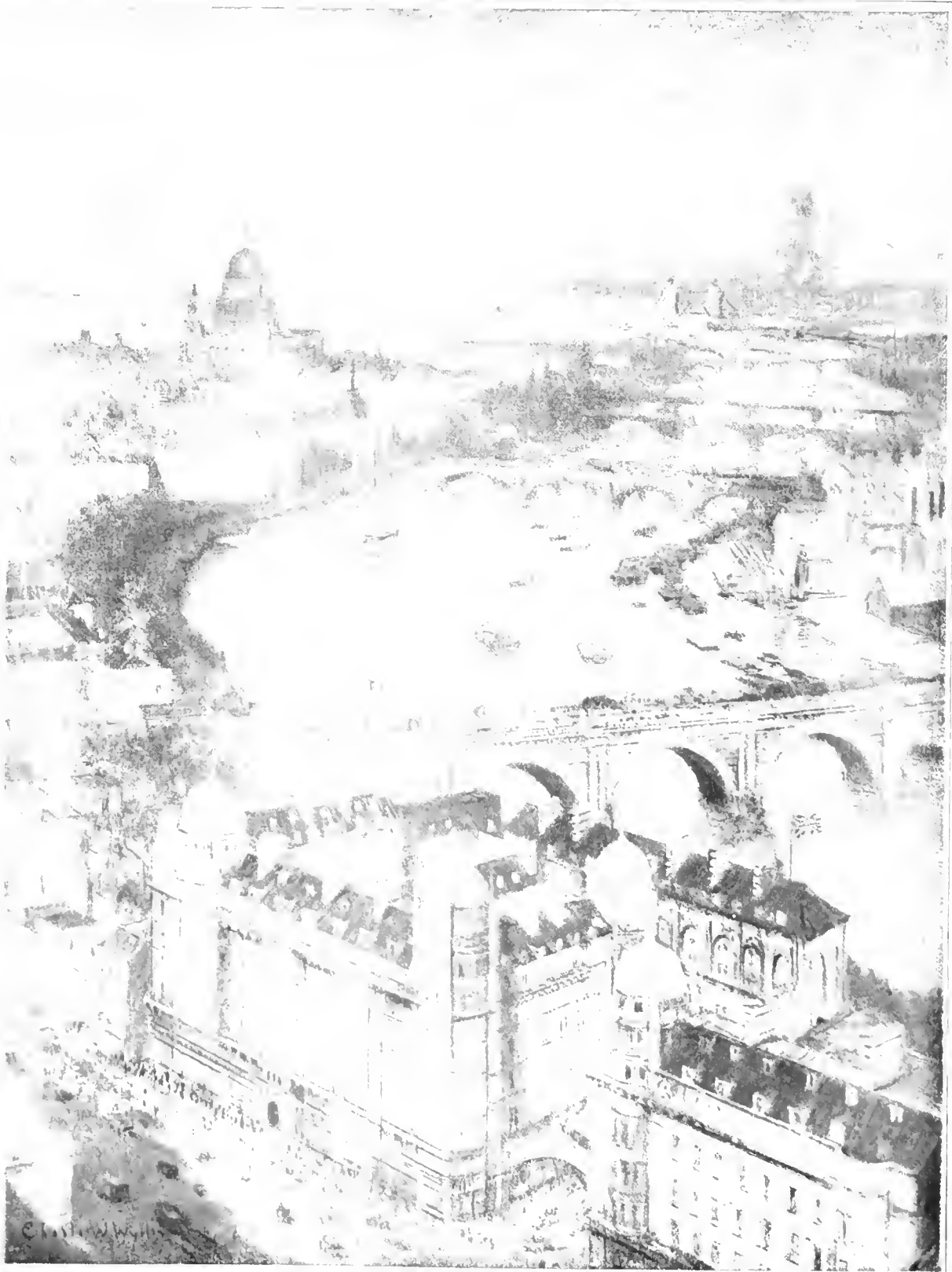
**SCHWEPPE'S** TABLE WATERS.

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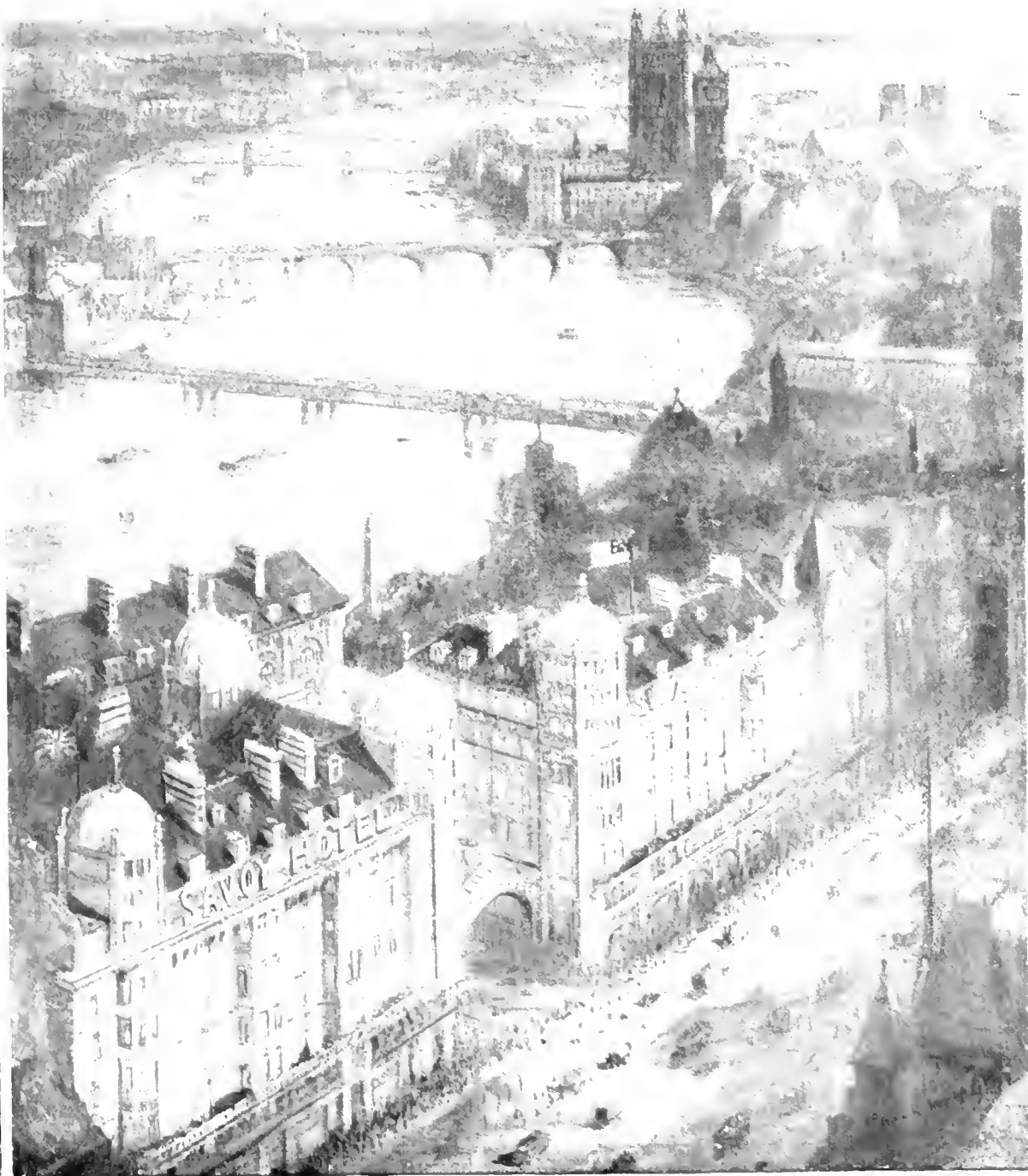
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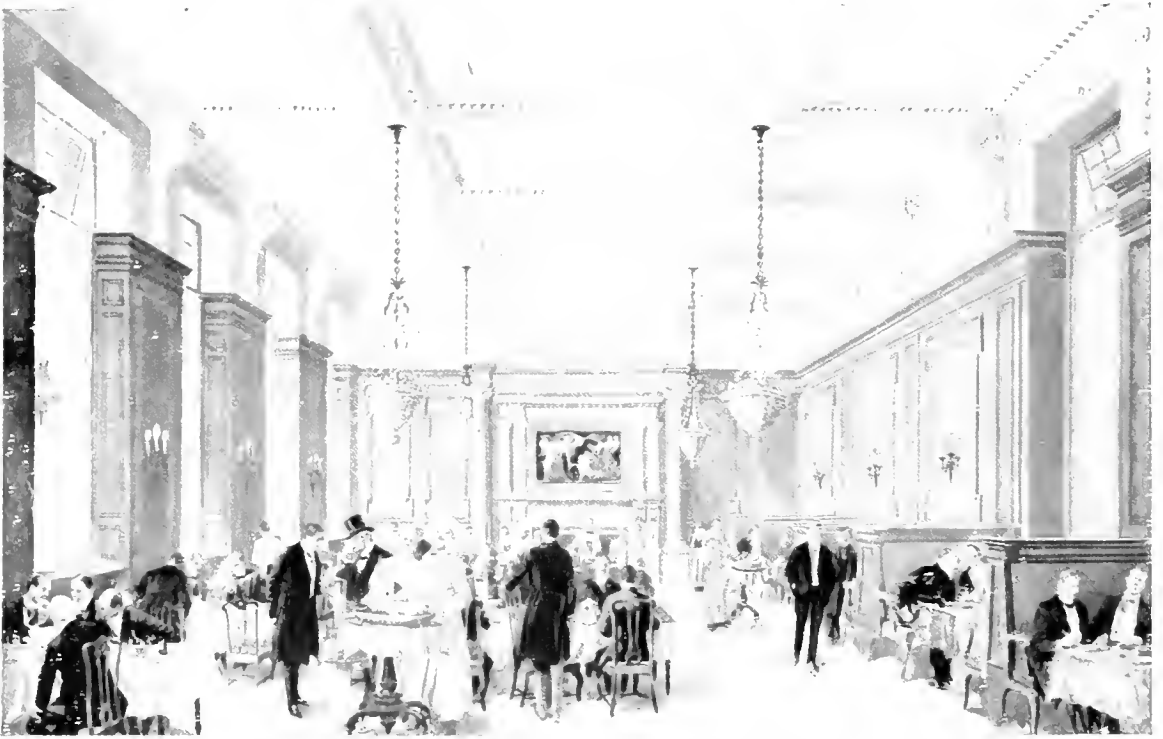


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The Riders.—Miss L. KAMP-WELCH.  
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"When the Blue Evening Slowly Falls." F. BRAMLEY, A.R.A.

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The Morning Drive. Miss HILDA FLARON.



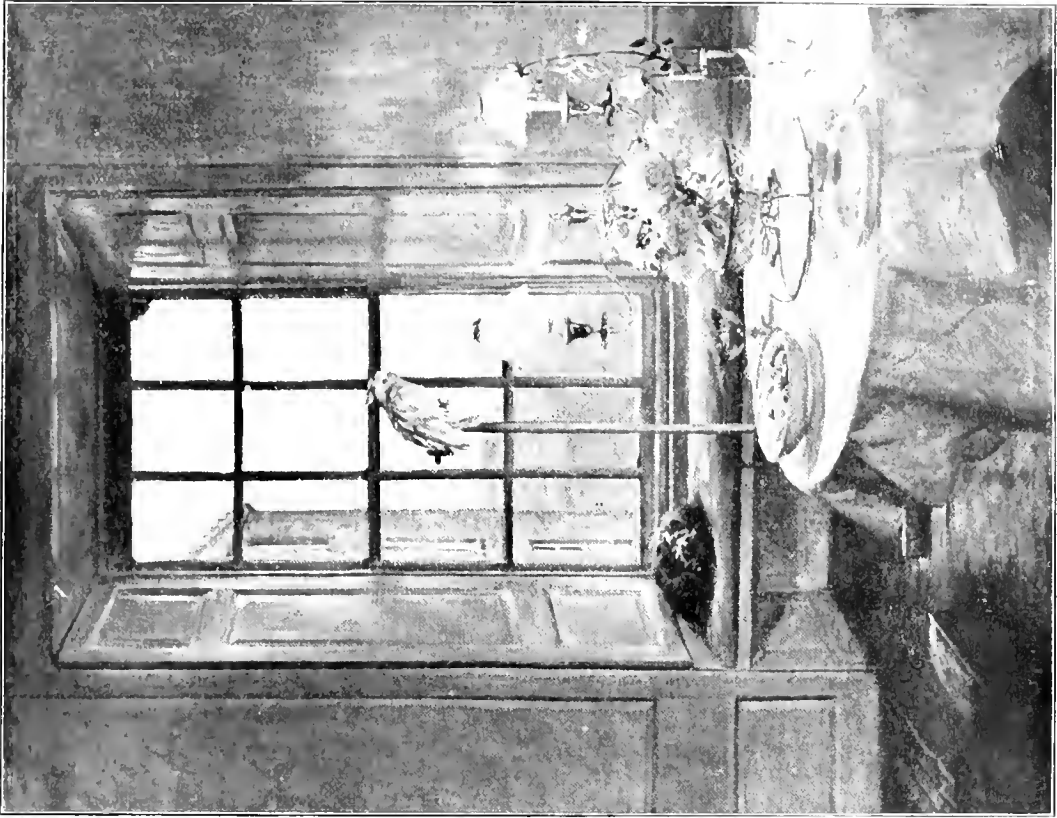
The Critic. L. F. MOSTYS.



Cuma and the Gulf of Gaeta.—Mrs. CORBET.



Circe.—G. WETHERBEE.



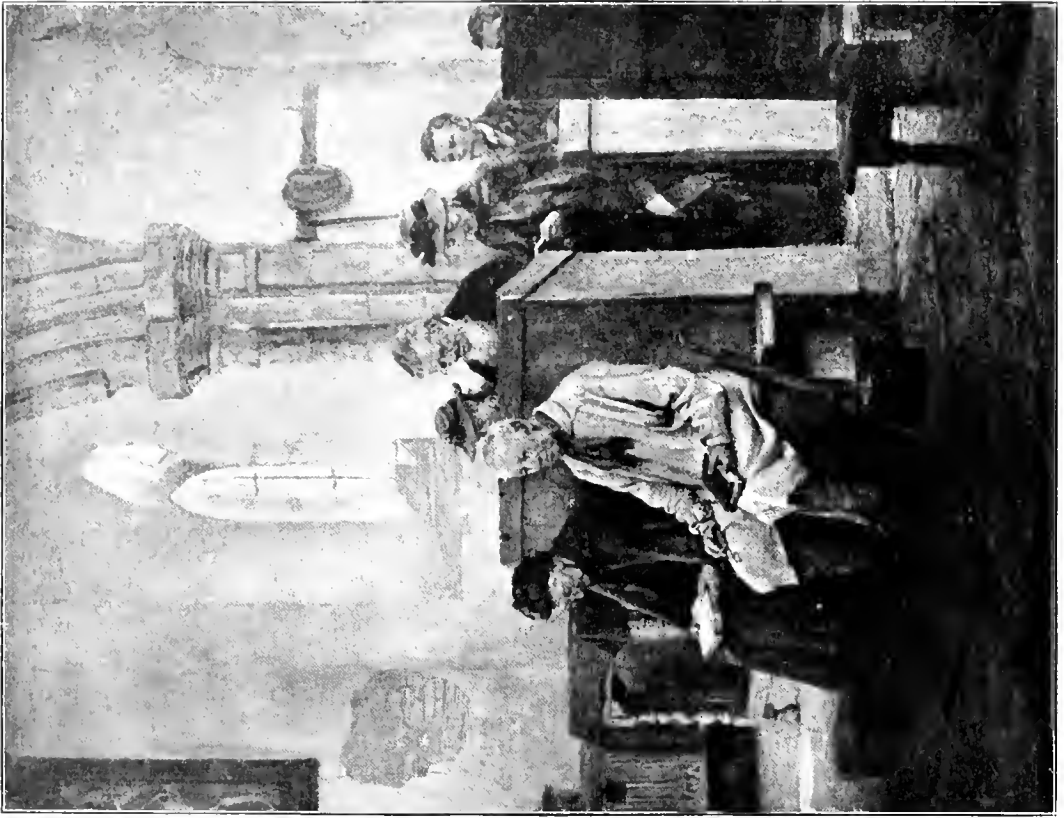
A Room at Twilight. J. H. LOOMER.



The Sacred Pool. ERNST PARTON.

**Hunyadi János.** The Best Natural Aperient Water, for GOUT and RHEUMATISM.



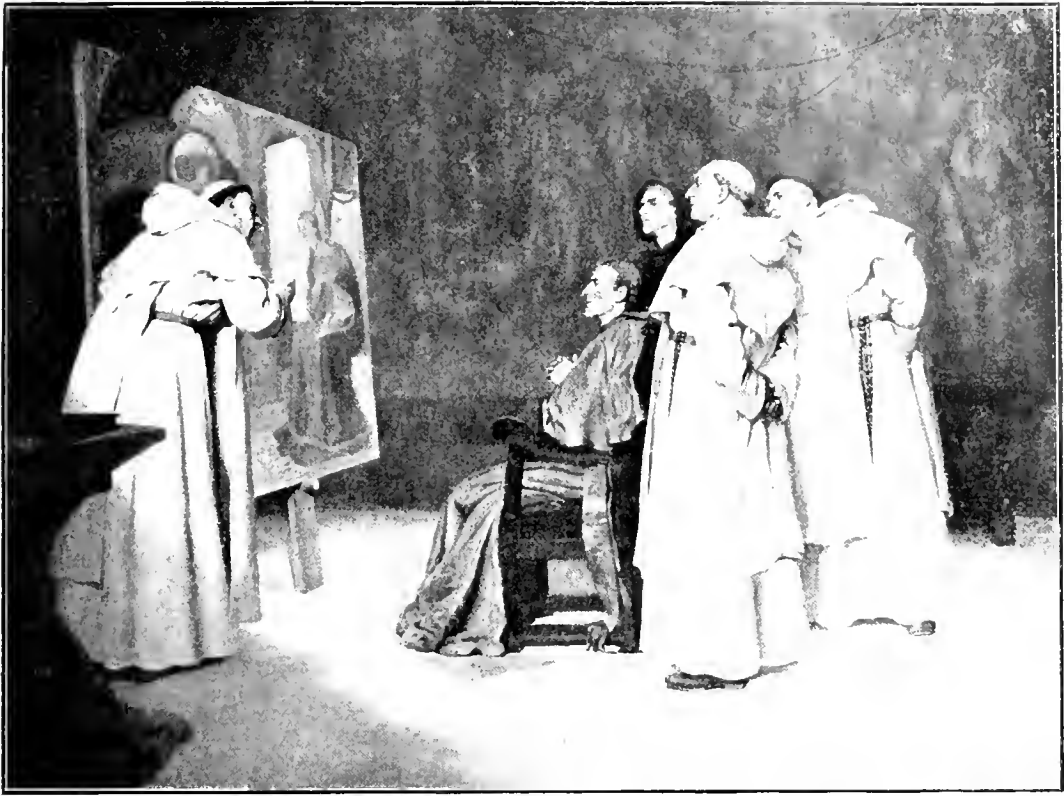


The Reading of the Psalms. — BLANDFORD FLETCHER.

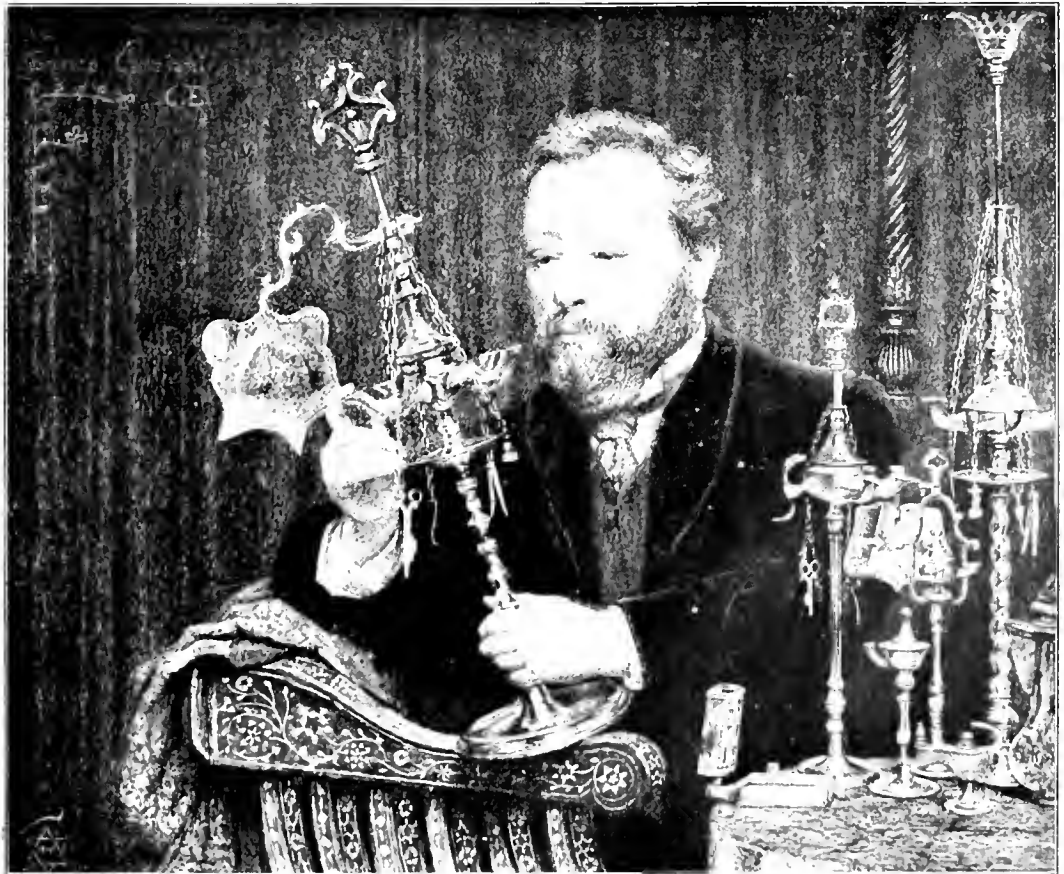


Revolution. — FRED ROL.

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E. G. A. Holmes, Esq. H. G. RIVIER.

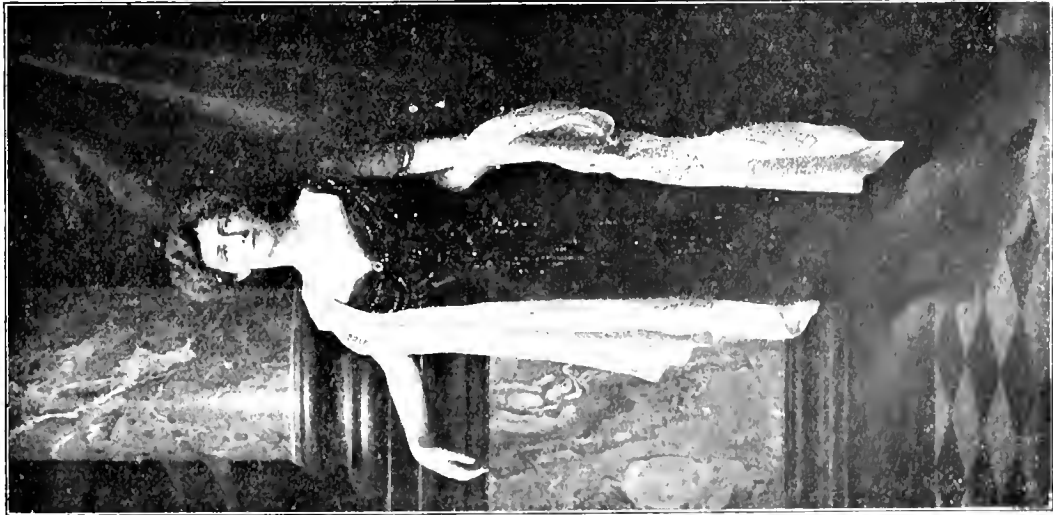


Marjorie, daughter of Charles F. Pilcher, Esq. W. R. SYMONDS.

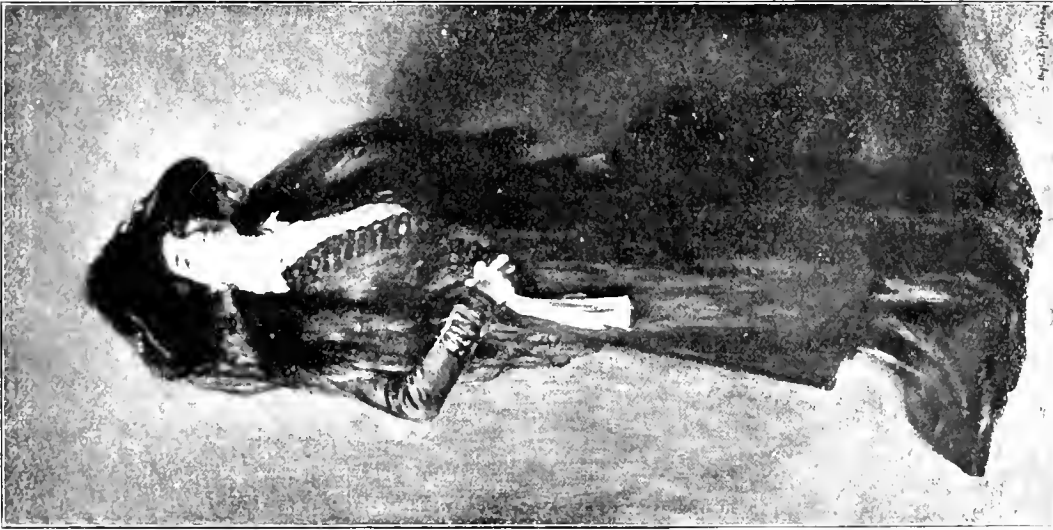
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Mrs. George Davies. Hon. John Courier.



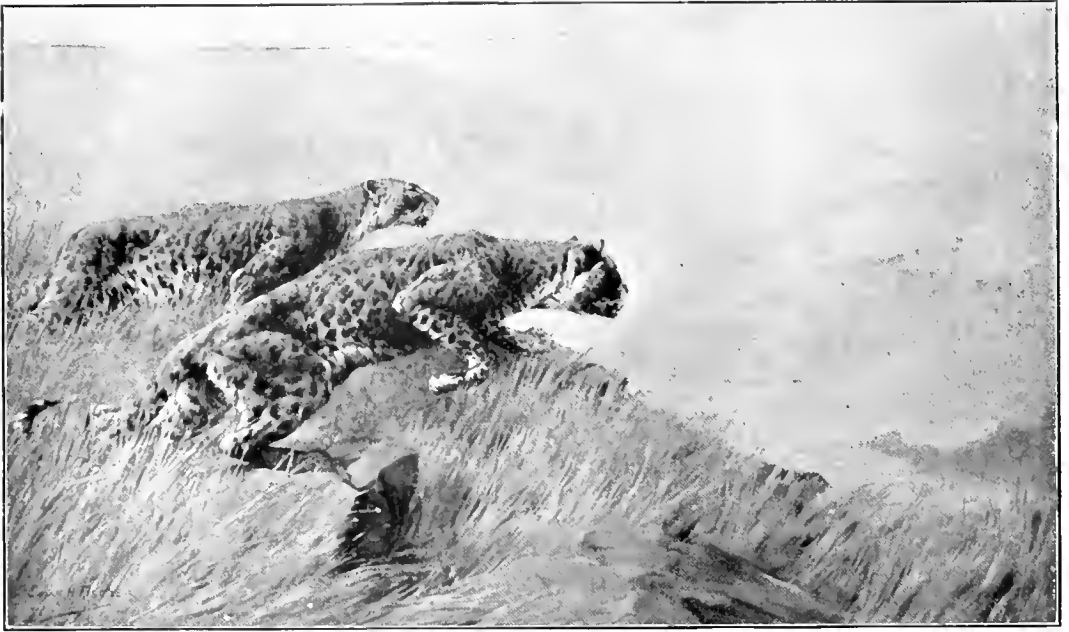
Mrs. Dixon. H. de T. Galazirouk.



Mrs. Lady Flora P. A. H.

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"Stealth": Leopards at Dawn.— EDGAR H. FISCHER.



A tiger-shoot with H.H. the Maharajah of Cooch Behar.— EDGAR H. FISCHER.





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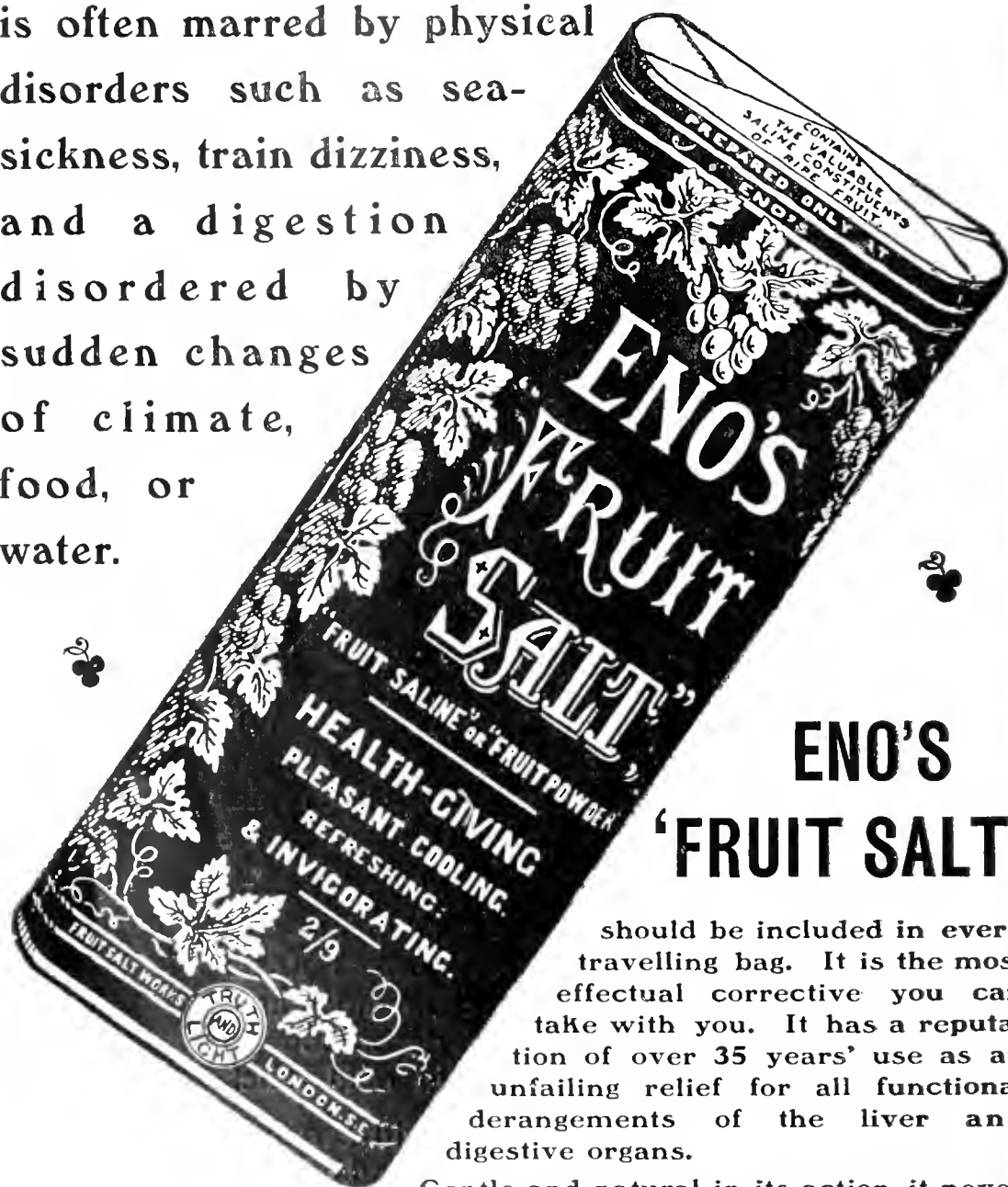
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Hospital. H. HARRIS BROWN.

**Hunyadi János.** The Best Natural Aperient Water, for GOUT and RHEUMATISM.



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Lamplight. E. PHILLIPS FOX.

**Hunyadi János.** A safe, gentle, and reliable Natural aperient for CONSTIPATION.





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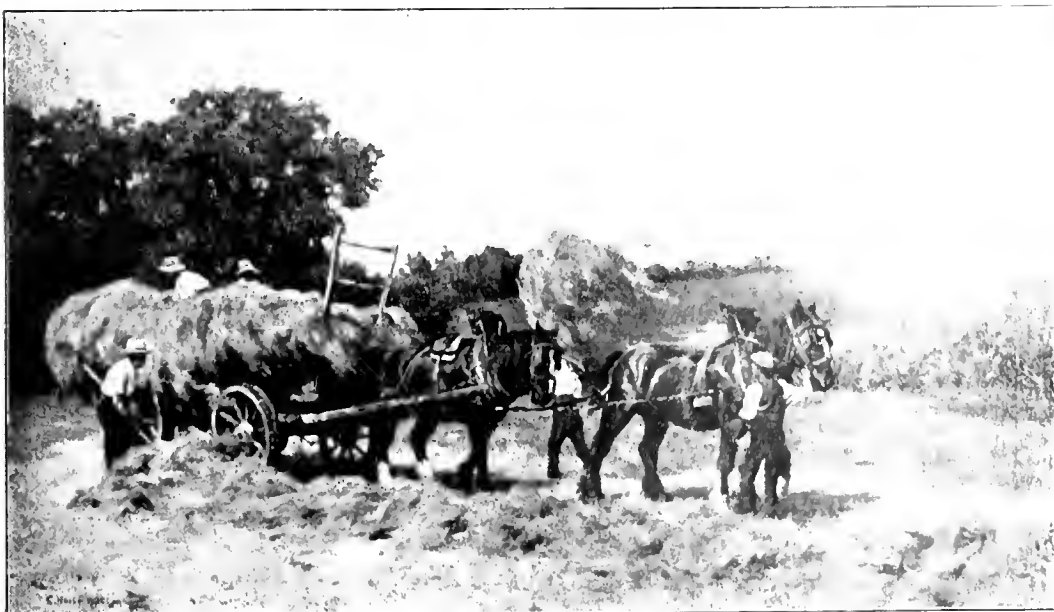




The Red Maids of Bristol. — W. H. A. TRICOMB.



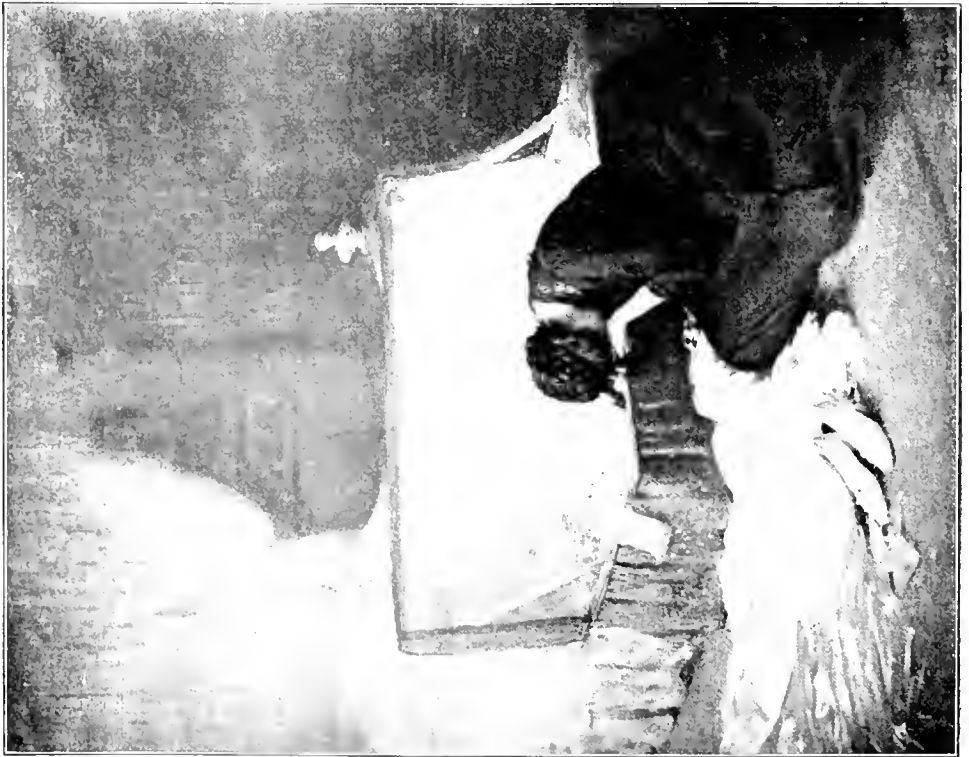
St. Cecilia. — G. GRENVILLE MANTON.



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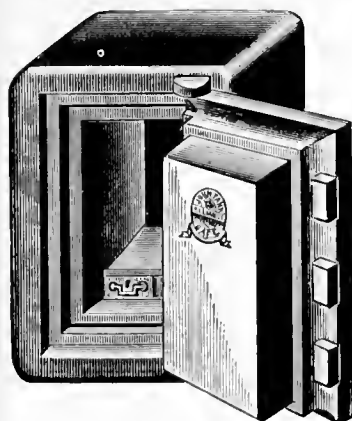
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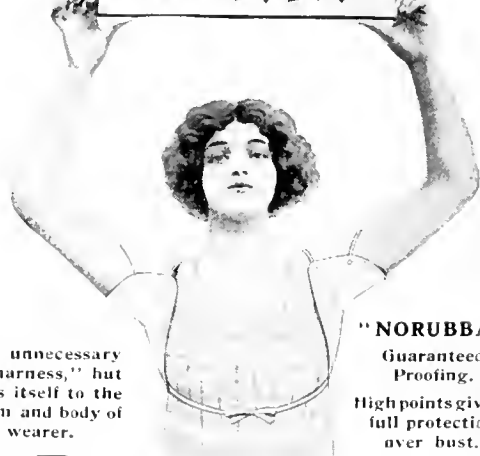
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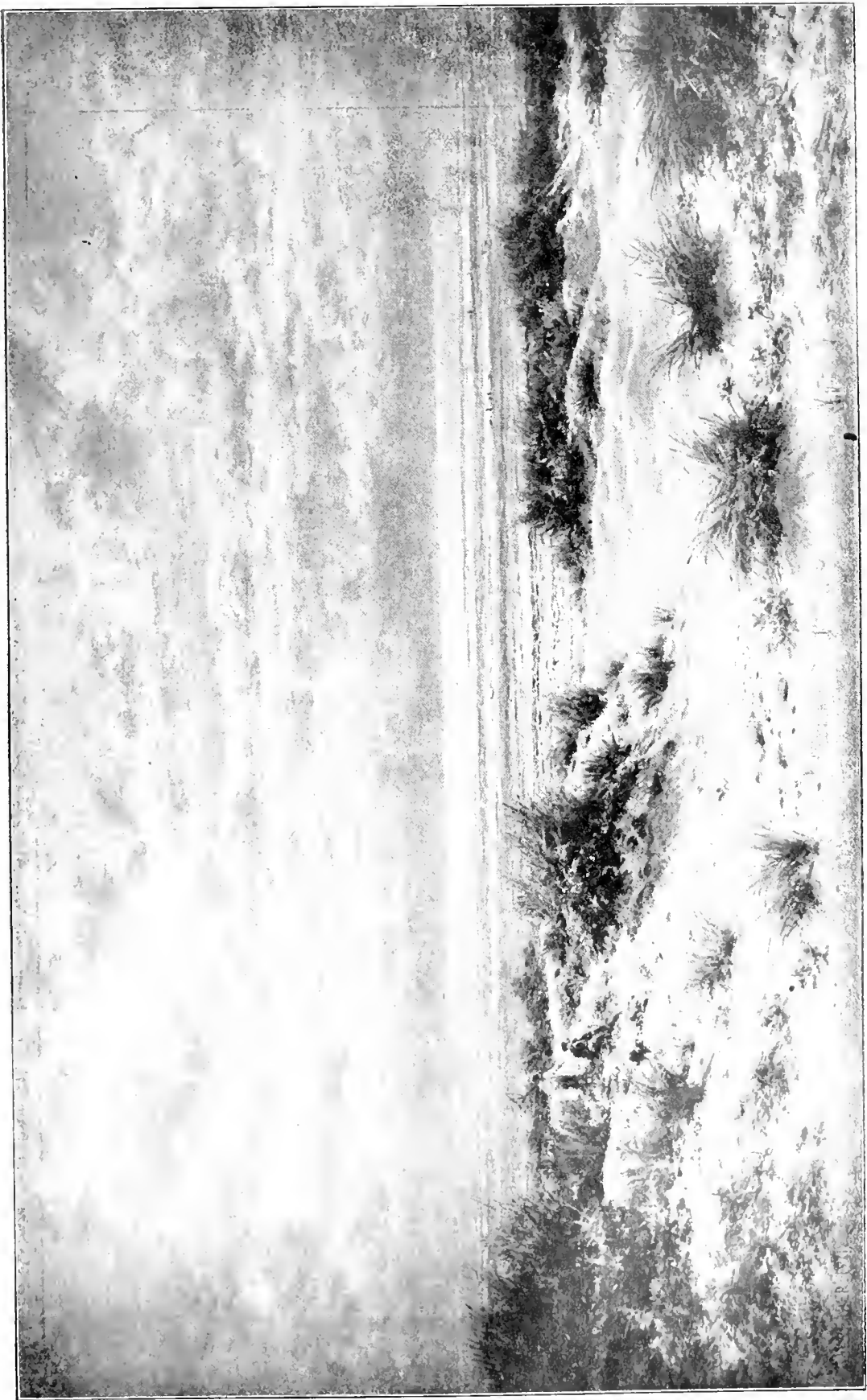
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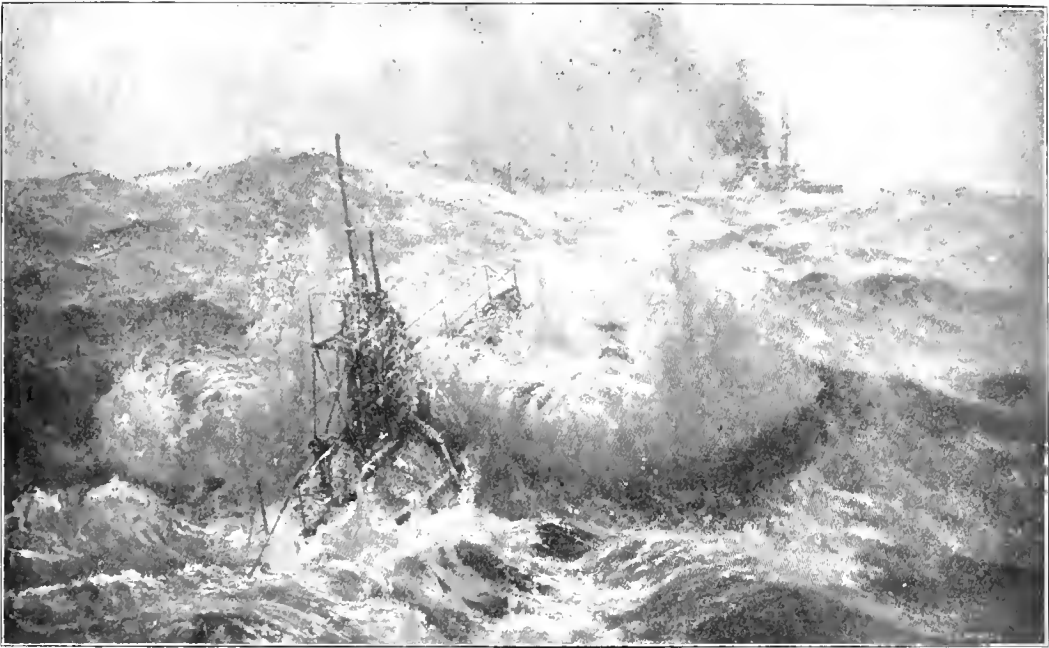
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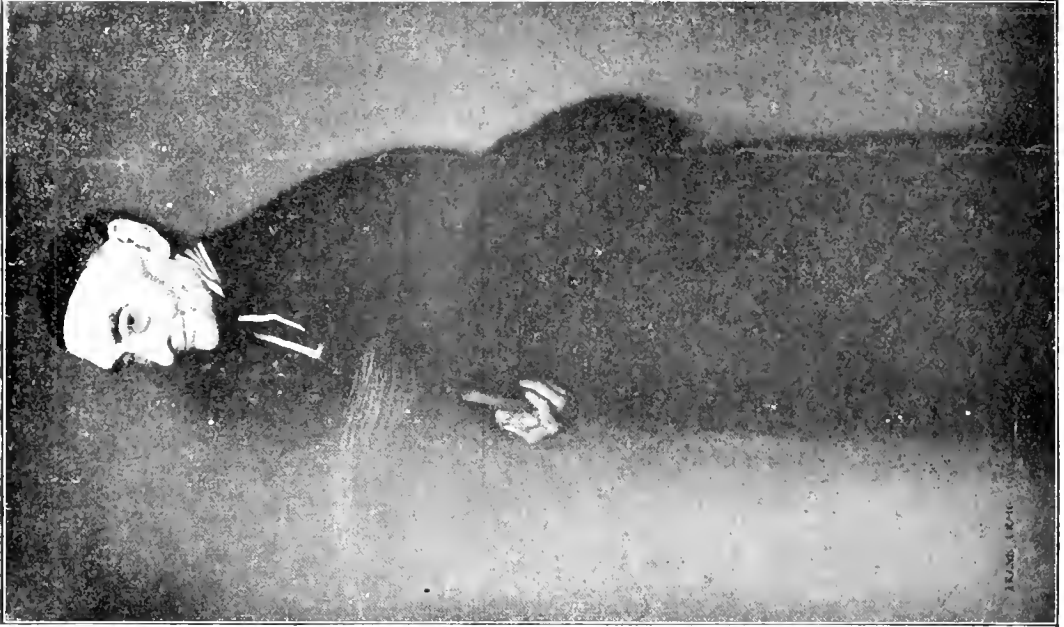


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King George V.—ALFRED DRURY, A.R.A.



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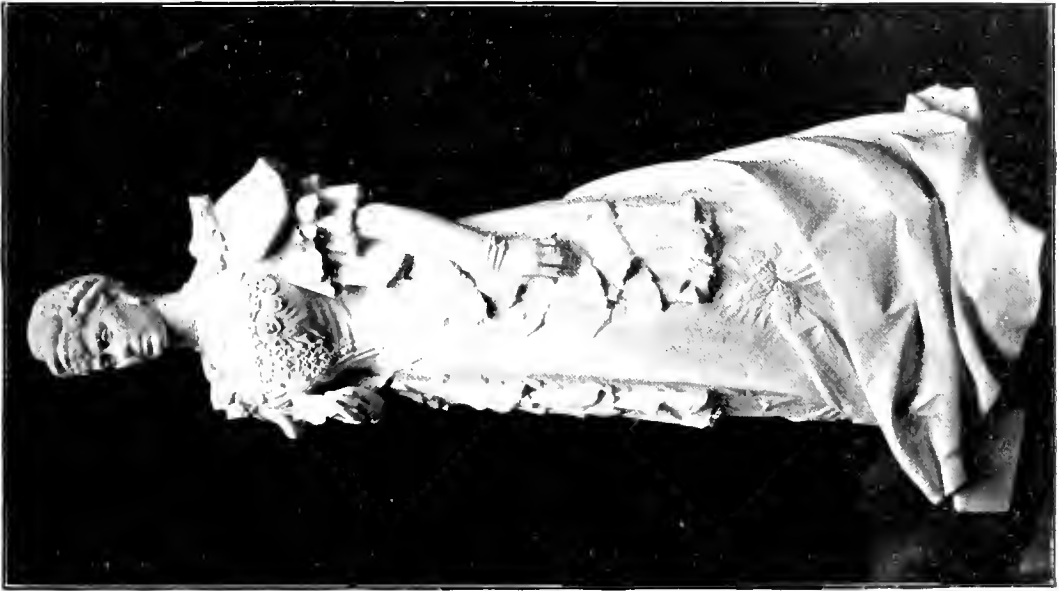
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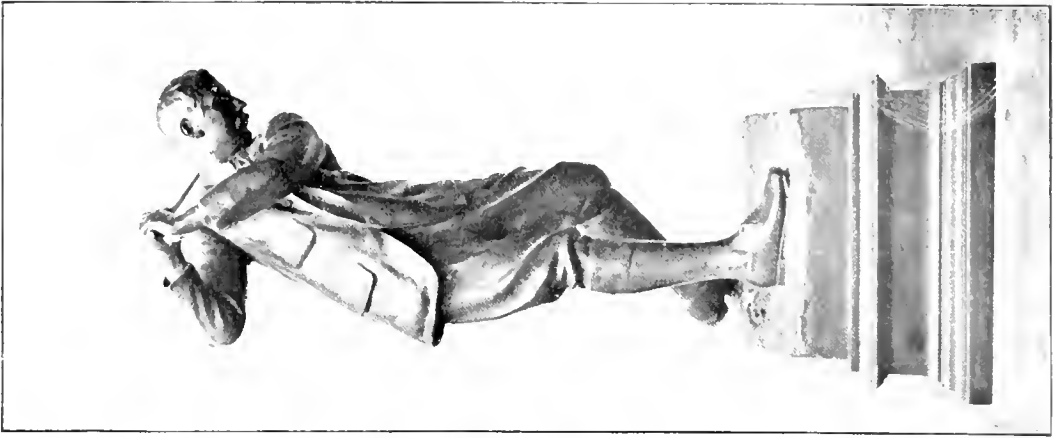




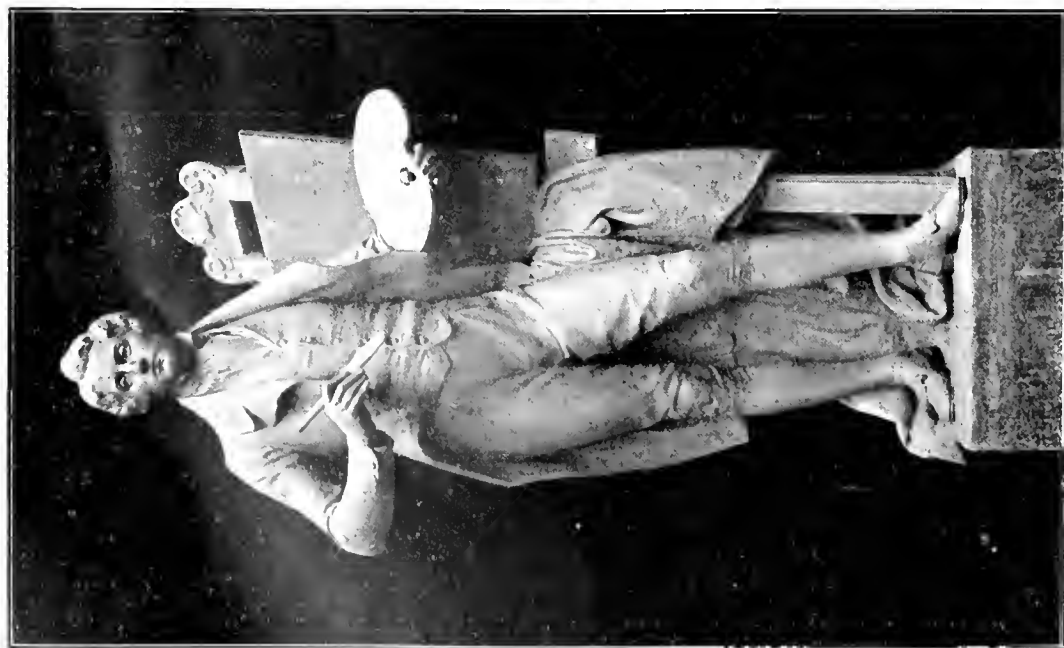
The Late Earl of Derby, K.G. (Marble Bust for Preston Town Hall.—W. Goscombe John, R.A.)



Queen Mary. Sir George Frampton, R.A.



Harry Vardon. H. A. Pockam, A.R.A.



Richard P. Bonington. — F. W. POMEROY, A.R.A.



Alpheus and Arethusa. — H. A. PEGRAM, A.R.A.



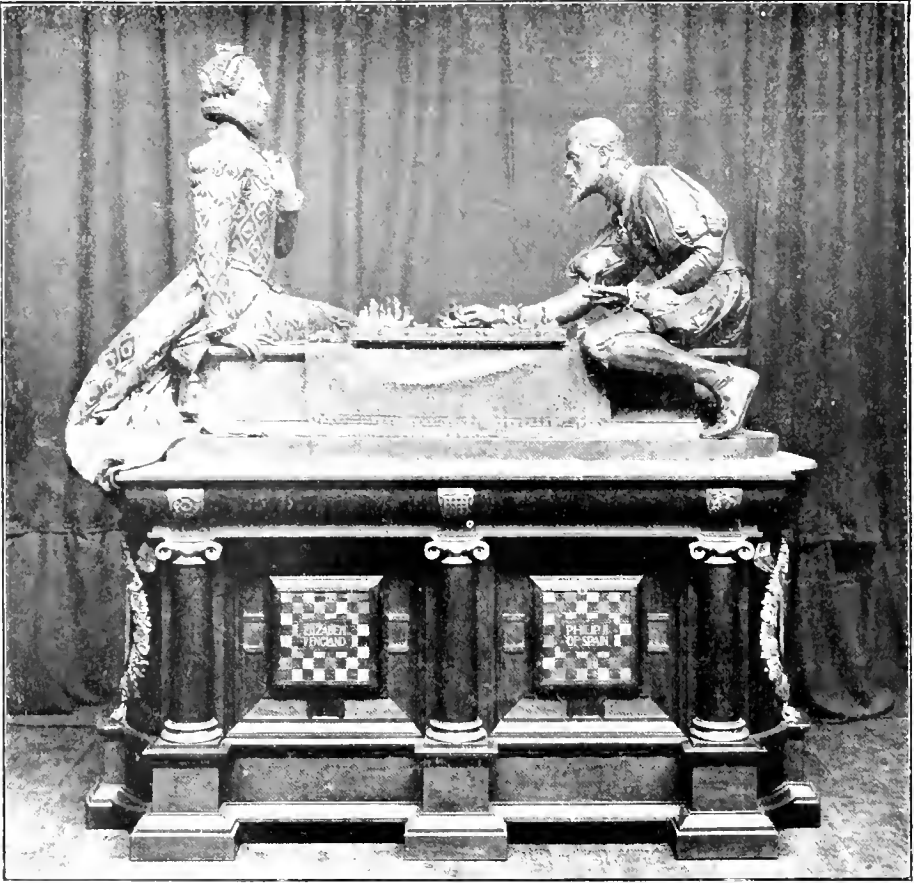
Recumbent Figure of General Sir Redvers Buller,  
for Winchester Cathedral. B. MACKENNAI, A.R.A.



Nymph and Merman. H. A. PEGRAM, A.R.A.



Francis Bacon. F. W. POMEROY, A.R.A.



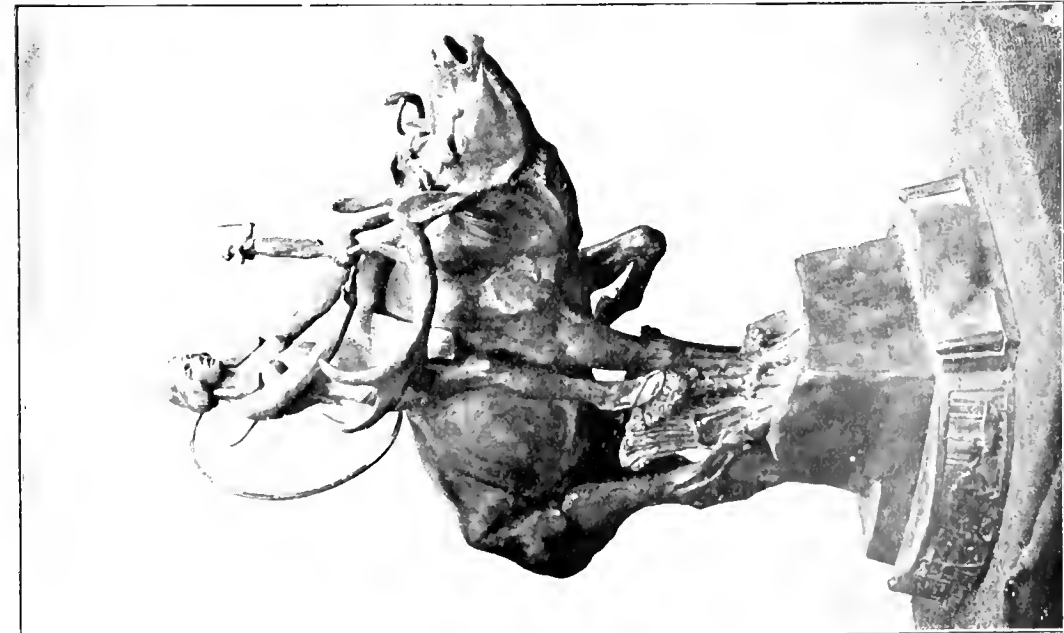
A Royal Game.  
(An allegory of the contest between England and Spain for the Rule  
of the Seas.) W. REYNOLDS-STEELES.



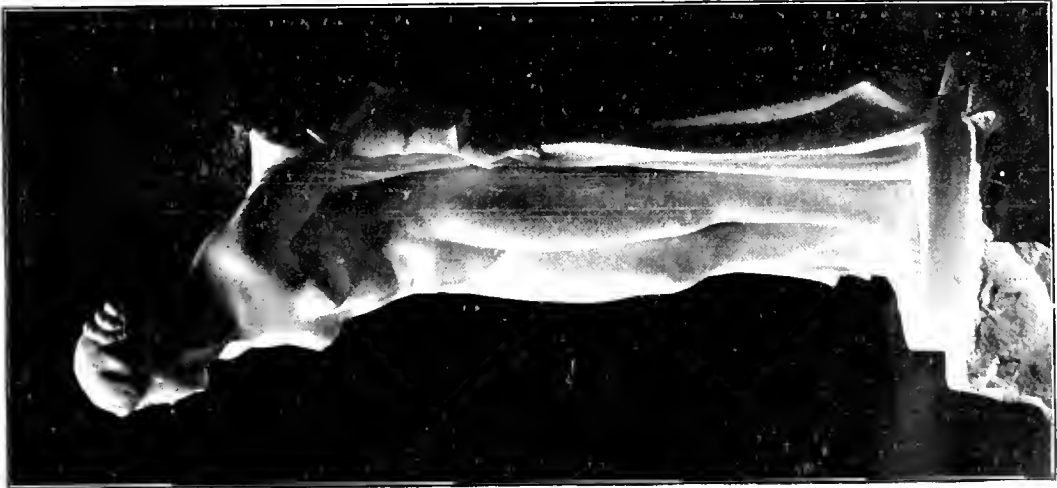
Love's Bondage. W. R. COLTON, A.R.A.



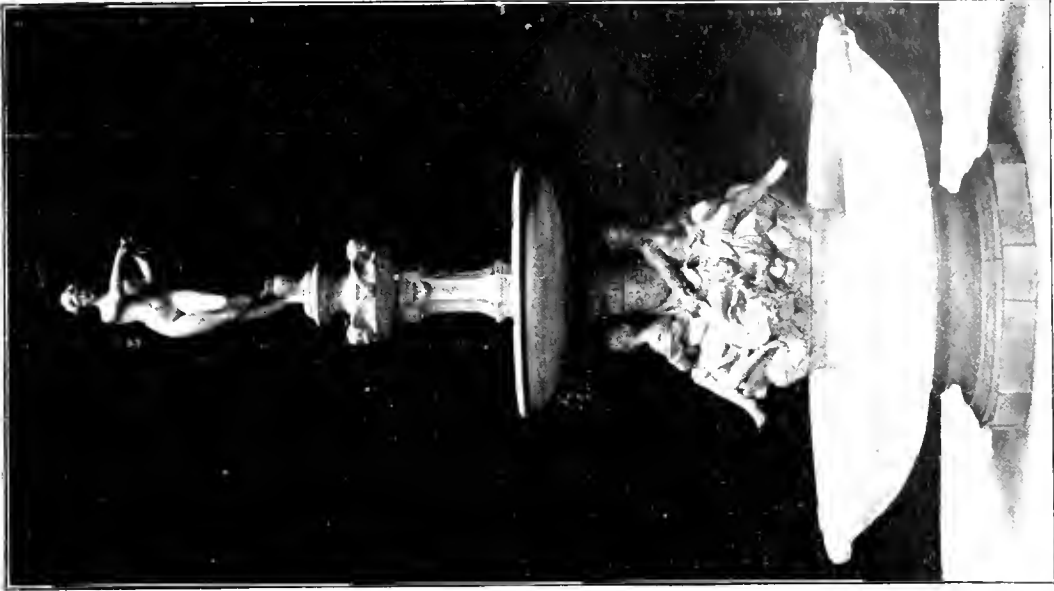
DREAMS. H. A. PIGRAM, A.R.A.



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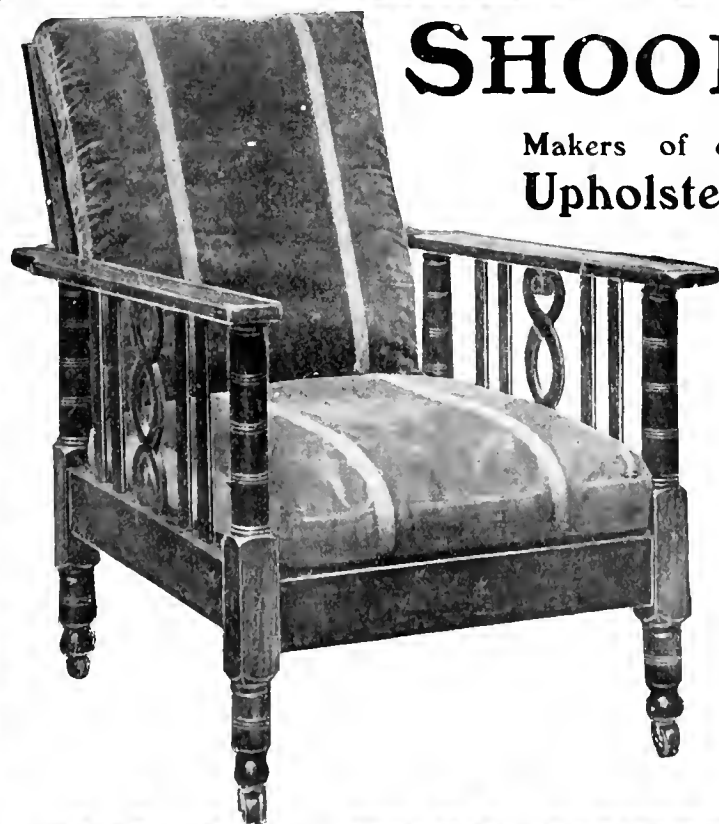
# PICTURES OF THE YEAR 1911.

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In face of this, the woman of little faith, or the woman whose faith is easily abused, may waste her time with futile experiments, but the sagacious woman will become a votary of Valaze.

The following are the names of the ladies whose photographs and letters have by permission been reproduced on this page:—

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Miss Viva Birkett,  
Miss Pauline Chase,  
Miss Alexandra Carlisle,  
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Miss Dorothy Craske,  
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*Pauline Chase*



I HAVE USED VALAZE AND CONSIDER IT MOST PLEASANT AND GOOD.

*Pauline Chase*



I HAVE USED VALAZE AND CONSIDER IT MOST PLEASANT AND GOOD.

*Pauline Chase*



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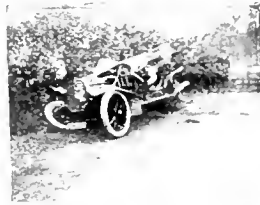
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(continued overleaf).



Photo by F. W. Burford.

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they are most pleasant  
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## The Dainty Tonic

A FORTNIGHT'S TRIAL WILL CONVINCE YOU.

# Iron 'Jelloids'

## ANÆMIA By Dr. Andrew Wilson.

(Continued from page 1.)

 A copy of this Treatise on "Anæmia" by Dr. Andrew Wilson, will be forwarded, post free, on receipt of application.

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"IRON 'JELLOIDS' do not injure the teeth.

"IRON 'JELLOIDS' do not cause constipation.

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MRS. J. BRINDLEY, 30, Market Street, Hednesford, Staffs., writes:—"My daughter had been suffering from Anæmia five months, and I tried almost everything till I saw your Iron 'Jelloids' advertised. The first dose she had taken we saw an improvement, and in about a week she had a colour like a rose."

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# UNEQUALLED FOR Anæmia

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